



SWEETHEART IVY

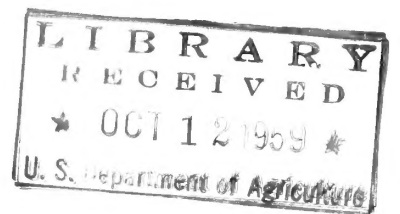
Available from St. Valentine's Day, Feb. 14th, on.

See inside front cover for details.

FALL 1959

and

Spring 1960 Reservation



39 Years of Wholesale Only

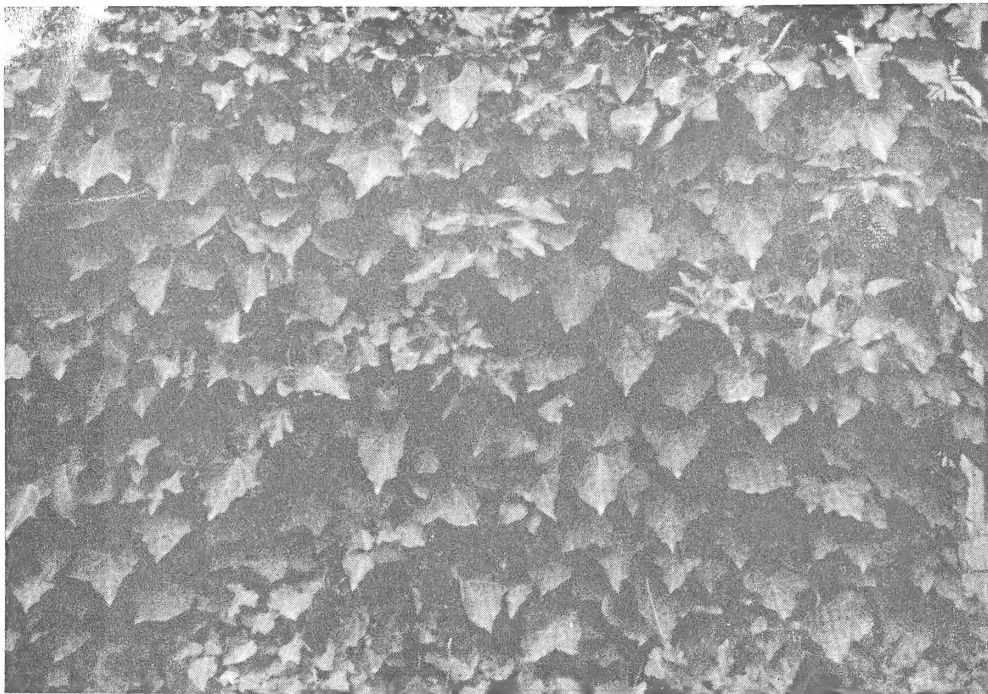
PERENNIAL PLANTS

by

THE JOSEPH F. MARTIN COMPANY

Growers of Fine Perennials

PAINESVILLE, OHIO



WILSON'S IVY (Hedera Helix Wilson) — Hardest, Nice and Pretty Too!

WILSON'S IVY

(HEDERA HELIX WILSON)

The stock that we are offering of this outstanding variety, comes directly from Mr. Lawrence Wilson of Wilson's Landscape Service, R. D. 2, Box 265 A, Valencia, Penna., who has this to say about its history. "About 30 years ago we had a disastrous winter throughout the state of Pennsylvania. Temperatures in our area reached 26° below zero. In the early spring while on a hunting trip I spotted the greenest Ivy I have ever seen, absolutely untouched by the weather, growing on the south side of a white farmhouse. This, in contrast to dead and withered plant material that included items we had considered absolutely hardy. I bought the vine from this farmer at once. The cutting that I have just delivered to you are part of the original plant which still prospers."

Dr. L. C. Chadwick, Ohio State Univ., one of the top horticulturists in the country says, "There is no finer Ivy than Wilson's. In our tests at the University it came through last winter (58-59 and who can forget that) virtually untouched."

Charles Kohankie, local nurseryman and prominent landscaper, says: "Wilson's Ivy is the best, most reliable and absolutely without an equal when it comes to dependable hardiness and beauty."

We are especially sold on the heavy texture of the leaves. A real tough leathery "feel" to the older large leaves teams up with a deep, forest green for a lustrous shiny combination that's really terrific. Cover your toughest sun and wind exposed bank with Wilson's Ivy and be content that you have made the finest choice.

Still a rare, hard-to-get, plant that is receiving its first real promotion with this write-up.

ROOTED CUTTINGS PER 100, \$15.00

Available October 1st

POT PLANTS PER 10, \$3.50; PER 100, \$25.00

Available November 1st

ROCHESTER IVY

(HEDERA HELIX ROCHESTER)

Picture the ideal ground cover in your mind and see if it fits this description. Uniform growth, 6 inches high, with leaves by the Hundred that completely obscure the soil. A bright, shiny emerald green cushion, cool and pleasing in summer, weather resistant and attractive all winter long. Now look at the accompanying picture and, as well as my amateur photography will show these young plants, you will get an idea of the texture and quality of this fine foliage plant.

Rochester Ivy came through the fiercely destructive winter of 1958-59, shiny bright when so-called hardy English strains in our locality looked like a pile of dried leaves. The very short internodes send off many leaves and branches without a long trailing tangle of runners. To our knowledge this is the most refined Ivy ground cover that exists. We can vouch for its beauty and effectiveness and are sure that you can't go wrong with this one. We can't vouch for its hardiness north of Ohio, but it is wonderfully hardy here. So nicely self contained that it can be used in place of Pachysandra where you wish to obtain interesting variations. Florists and interior designers find that all its good outdoor characteristics are retained and magnified when used indoors.

ROOTED CUTTINGS, PER 100, \$15.00

Available October 1st

POTS PER 10, \$3.50; PER 100, \$25.00

Available November 1st



ROCHESTER IVY (Hedera Helix Rochester) — Prettiest, Good and Hardy Too!

SWEETHEART IVY

(Hedera Helix 238th St.)

Novel and Different

Pictured on the front cover, this novel item with heart-shaped leaves, is one of the shiniest, cleanest appearing ivies that we've ever seen.

Highly recommended by T. H. Everett, of the New York Botanical Gardens, it is an item that he says is **absolutely hardy**. In his writing he does not qualify this statement at all, and in our experience we can also vouch for its hardiness. We are working on stock of this material right now, and it will be available after February 14th, 1960. Place your reservations now to be assured of satisfactory delivery.

Pots, Per 10, \$3.50; Per 100, \$25.00

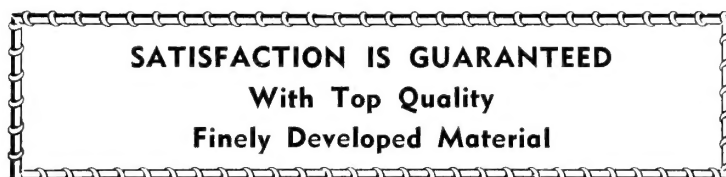
Rooted Cuttings, Per 100, \$15.00

THE JOSEPH F. MARTIN CO., INC.

*Offers For FALL 1959 These
Fully Developed--Fresh From The Field*

Hardy Perennial Plants

**A Complete Presentation of the Finest Varieties for
Profitable Application to the Business of Everyone
With a Horticultural Interest**



All Plants Are 5 at the 10 rate, 25 at the 100 rate. Not less Than Five of a Kind Please. There are times when it may be desirable to order less than 5 plants of one kind for your trial. We are glad to cooperate. These plants will be charged at .50 cents each to share the cost of custom handling outside the wholesale aggregating.

Unless otherwise noted, all plants are field grown. Orders are freshly dug and shipped on same day. We Ship Nothing From Storage.

ACHILLEA

SNOWBALL. (Boule de Neige). Wonderful for cut flowers or garden. Blooms in June. A good filler, grows 12-15" high, double white flowers in umbels.

Per 10, \$2.00; Per 100, \$15.00

ANGEL'S BREATH. It grows as an inverted bowl, twenty inches high and spreads two feet. In flower, it is so profusely covered that the rich green foliage, decorative otherwise, can scarcely be seen. The white is fully double without a trace of center. It is brand new and carries our highest recommendation.

Per 10, \$2.00; Per 100, \$15.00

TOMENTOSA AUREA. A very charming yellow flowered plant, blooming in June. It will do well in the rockery or in any part of the border.

Per 10, 2.50; Per 100, \$18.00

ADENOPHORA

POTANINI. Three feet, bushy, leaves deep green, coarsely toothed, flowers light blue, broad bell shape and hung in racemes.

Per 10, \$2.25; Per 100, \$18.00

AJUGA

BUGLE

A useful plant for the rockery and for carpeting the ground, particularly in shady positions, as under trees, where grass will not grow; flowers in May and June. 6 to 8 inches.

BROCKBANKI. The first offering by our company of this relatively new and highly interesting Ajuga. The deep red foliage makes a delightful contrast with the green in your border or foundation planting. Its ability to mat together quickly makes it a very economical ground cover as well as a truly striking scene when used in this manner. Blue flower spikes appear as an added bonus and can be sheared with a lawn mower when blooming is completed. Even in the most active growing stages there is no doubt as to the brilliant deep red coloring of the foliage.

Per 10, \$3.00; Per 100, \$25.00

GENEVENSIS. An excellent plant for edging and carpeting. Grows from 6 to 8 inches high with spikes of blue flowers in May and June.

Per 10, \$2.00; Per 100, \$15.00

REPTANS BLUE. Grows 3 to 4 inches high, with deep purplish blue flowers. Bronzy foliage.

Per 10, \$2.25; Per 100, \$18.00

ANTHEMIS

HARDY MARGUERITE — CHAMOMILE

MOONLIGHT. This is a fine plant for the border, growing about 2½ feet tall. Throughout the summer the plants are literally covered with hundreds of pale yellow daisy-like flowers 2½ inches in diameter, which are excellent for cutting.

Per 10, \$3.00; Per 100, \$25.00

ARMERIA

SEA PINK OR THRIFT

LAUCHEANA. Bright rosy red. Height 3 to 6 inches. May-June.

Per 10, \$2.25; Per 100, \$18.00

ASCLEPIAS

BUTTERFLY WEED

TUBEROSA. Very showy native plants, about 2½ feet high, producing flowers of brilliant orange-scarlet during July and August. Nice for cutting.

Per 10, \$2.50; Per 100, \$20.00

ARMERIA—Continued

MARTIMA SPLENDENS. (Statice Armeria). Rosy magenta flowers on 1 ft. stems.

Per 10, \$2.00; Per 100, \$15.00

CEPHALOTES RUBRA. In the assortment of dwarf and semi-dwarf varieties this by far is the most outstanding. The flowers are of good size and the color is a striking red. For border there is nothing that will make such a bright showing. At roadside sale grounds, these plants when in flower will sell themselves.

Per 10, \$2.75; Per 100, \$22.50

ASTILBE**SPIREA**

BONN. As bright as it is possible to imagine a soft pink. Compact and a very vigorous grower, it is a delightful garden item, a prolific cut flower producer. Resale is prompt out of beds and pots.

Per 10, \$5.00; Per 100, \$45.00

COLOGNE. A deep crimson pink, compact and vigorous, it won't be too tall for an edging, yet may be used as the focal point of the border. Generous cut flower producer, re-sells out of beds or pots.

Per 10, \$5.00; Per 100, \$45.00



AQUILEGIA, McKANA GIANT HYBRIDS

AQUILEGIA**COLUMBINE**

McKANA GIANT HYBRIDS. 1955 All-American winner. Large showy flowers with long spurs more widely flared than in other aquilegias. Colors include white, cream and rose, yellow and red, yellow and violet. Flowers 3 to 4½ in. across with 3 in spurs. Strong, free blooming plants 20 to 26 in. high.

Per 10, \$2.50; Per 100, \$20.00

CRIMSON STAR. It is the most striking crimson with white corolla.

Per 10, \$2.25; Per 100, \$18.00

ARTEMESIA

Boundlessly useful, for the border for spotting in shrub plantings, and particularly, for filling in floral effects.

SILVER QUEEN. (Martin's Selection). This will dry just like Silver King. It is bushy and carries an abundance of hard silver seeds that add to its effect. Though not as light, it is our judgment that it is much more impressive than the Silver Queen and more desirable than Silver King in many instances.

Per 10, \$2.00; Per 100, \$15.00

SILVER MOUND. A handsome, compact, mound-like plant about four inches in diameter. Foliage fernlike and of the lightest and brightest silvery gray. For the rockery, for accent, or for edging beds and walks.

Per 10, \$2.50; Per 100, \$20.00

BOLTONIA**FALSE CHAMOMILE**

LATISQUAMA. Pink, slightly tinged with lavender. Excellent for cutting. Grows four to six feet tall.

Per 10, \$2.00; Per 100, \$15.00

Asters

CLIMAX. One of the best and showiest, with large pyramidal spikes on large light lavender blue flowers. Very free.

Per 10, \$2.00; Per 100, \$15.00

EVENTIDE. Striking, deep violet-blue, large semi-double flowers of exceptional quality. Unusual free flowering with a vigorous erect habit. Outstanding.

Per 10, \$2.50; Per 100, \$20.00

FRIKARTI—WONDER OF STAFFA. Lavender-blue flowers from 2 to 2½ inches across, produced from June until the middle of November. Does exceedingly well in light shade and comes to perfection in full sun. A constant rich display of flowers is kept up the entire summer. Flowers are excellent for cutting.

Per 10, \$3.50; Per 100, \$30.00

STAR OF WARTBURG. Large lilac blue flowers with a striking orange center are produced on 12 to 14 inch stems about the middle of June. A strikingly beautiful plant in the rock garden or in any perennial bed.

Per 10, \$2.25; Per 100, \$18.00

WHITE LADY. One of the finest pure whites.

Per 10, \$2.75; Per 100, \$22.50

BOXWOOD

BUXUS SEMPERVIRENS WELLERI. This strain of English boxwood found to be perfectly hardy in this area. An easy plant to maintain for edging, or ideal as a specimen. All plants are sheared and bushed.

6- 8" Per 10, \$4.00; Per 100, \$35.00

3 yr. 10-15", Per 10, \$6.00; Per 100, \$50.00

12-15" B&B (at nursery only)

Per 10, \$20.00; Per 100, \$180.00

AZALEA

BOUDOIR. This is one of the New Gable Azalea introductions so much in demand, because of their adaptability to both Ranch-type and conventional architecture. Proven hardy in below zero temperatures. Large Watermelon pink flowers massed on a robust bush.

Heavy Field Grown TT Per 10, \$4.50; Per 100 \$40.00

HERBERT. Another Gable Azalea proven absolutely hardy for us after several years of testing. A truly outstanding beauty that develops double crimson flowers.

Heavy Field Grown TT Per 10, \$4.50; Per 100 \$40.00

12-15" Per 10, \$12.50; Per 100, \$110.00

15-18" Per 10, \$17.50; Per 100, \$160.00

CORSAGE. A delicate shade of powder blue to lavender. Extremely hardy and exceptionally vigorous for an evergreen type. The flowers are 2" across and bloom profusely.

Heavy Field Grown TT Per 10, \$4.50; Per 100 \$40.00

MOLLIS. Our mixed hybrids run through many shades of copper, gold, flame, yellow, red, salmon, and orange. The hardiest of all Azaleas. These plants were pruned heavily while very young to insure compact bushiness from the ground up. The one year plants are grown in peat beds under irrigation. The older plants are field grown and shipped as they are dug with most of the soil clinging to their fibrous roots.

1-yr. - 6-10" Per 10, \$2.50; Per 100, \$20.00

Per 1000, \$180.00

10-12" Per 10, \$9.00; Per 100, \$75.00

12-15" Per 10, \$11.00; Per 100, \$90.00

CARNATION

CRIMSON KING. Exotic oriental beauty. Flowers pure chinese red on dark green foliage. This might well be America's favorite perennial were one to be chosen.

Heavy F. G. Per 10, \$3.00; Per 100, \$25.00

2¼" pots Per 10, \$2.25; Per 100, \$18.00

Rooted Cuttings Per 100, \$12.00

CAMPANULA**BELLFLOWER**

ROTUNDIFOLIA. 1 foot. June to August. In the wild it is more slender and taller than in the garden, clear blue flowers. Especially suited for crevices in the rock garden or steep slopes, if planted to show a pendant habit.

Per 10, \$2.50; Per 100, \$20.00

CARPATICA. Perfect, dense mounds of foliage with masses of erect clear blue bells. Blooms from June to October. Perfect for rockery, border plantings and wall gardens.

Per 10, \$2.25; Per 100, \$18.00

CARPATICA ALBA. Same as above, with white flowers.

Per 10, \$2.25; Per 100, \$18.00

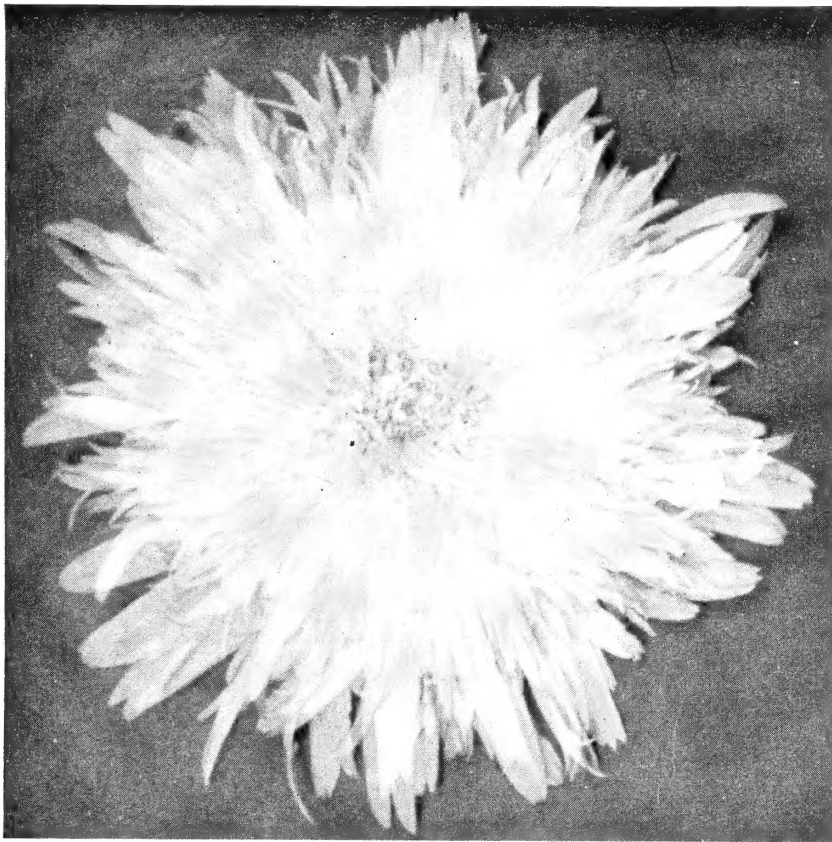
PERSICIFOLIA. Coerulean blue, an excellent flowers making an attractive contrast. Height companion to the white variety. The large blue 30 inches.

Per 10, \$2.50; Per 100, \$20.00

CENTAUREA**PERENNIAL BACHELOR BUTTON**

STEENBERGI. (Dealbata). A rugged perennial with a delicate flower. Large four inch blooms of lilac-rose and cream, good for cut and very showy in the border.

Per 10, \$2.50; Per 100, \$20.00



BORDER QUEEN

Chrysanthemum Maximum

SHASTA DAISY or MOONPENNY

AMONG THE BEST KNOWN AND BEST LOVED HARDY PLANTS PLANTS ARE FULLY DEVELOPED FIELD GROWN. If field liners are your object, they can be divided into several plants for your planting. Guaranteed as outlined, you can purchase your Daisies with no greater economy.

ALASKA. Magnificent daisy-like flowers seldom less than 2 inches across. Pure glistening white with yellow eye carried on long stems. A very free flowering daisy in bloom all summer and fall. Height 2 feet.

Per 10, \$2.00; Per 100, \$15.00

BORDER QUEEN. Because of the unusually heavy demand since it was introduced in 1954, we have been unable to offer this grand plant for sale. Although quantities are limited we are proud to present it again. Large double fluffy snowball type flowers bloom prolifically on 12 inch stems to make this new addition to the line one of the most flexible now grown. The plant itself is robust and extremely hardy, able to withstand wet or dry conditions and still produce abundantly.

Per 10, \$4.50; Per 100, \$40.00

COBHAM GOLD. A "first" in Shasta Daisies. A pale yellow, high crested center, contrasted with guard petals of pure white. Flowers in abundance appear on plants that look like the variety Mt. Shasta except for the unusually different crest. Something new and interesting that will become a favorite.

Per 10, \$5.00; Per 100, \$40.00

GIANT DOUBLE WHITE. Reselected seed from Deiner's Giant Hybrids has given us this variety best described by its name. 30 in. stems, excellent for cutting.

Per 10, \$3.00; Per 100, \$25.00

ESTHER READE. Well recognized and universally used, pure white crested fully double shasta daisy.

Per 10, \$3.50; Per 100, \$30.00

MAJESTIC. Immense 5 to 6 inch flowers, smallest button center. Double row of overlapping petals makes flower full, compact and firm. 28 to 30" inch sturdy stems prolifically produced. Very hardy. Medium early.

Per 10, \$3.50; Per 100, \$30.00

MOUNT SHASTA. A beautiful pure white, high crested, full double Shasta Daisy, with a double row of overlapping guard petals four inches in diameter. Sturdy and erect on stems 20-24 inches long.

Per 10, \$3.00; Per 100, \$25.00

COREOPSIS

A useful and attractive herbaceous perennial, both for border and cut flowers.

DOUBLE SUNBURST. Here is a Coreopsis which is different, producing striking yellow flowers which are actually double and of good size. They attract a great deal of attention and are also elegant cut flowers, noted for their keeping qualities. They grow to a height of 24 to 30 inches.

Per 10, \$2.25; Per 100, \$18.00

GOLDEN SHOWER (Verticillata). Rich golden yellow. Continuous bloom June until frost. 24 inch.

Per 10, \$2.25; Per 100, \$18.00

LANCEOLATA GRANDIFLORA. A beautiful hardy border plant, grows 15 to 18 inches high, and produces its bright flowers in great profusion. By cutting off all old flowers it will bloom until Fall.

Per 10, \$2.00; Per 100, \$15.00

COTONEASTER

APICULATA. A very popular semi evergreen plant whose horizontal habit makes it very desirable. Lustrous green foliage is a background for delightful rose-pink blooms in the spring. The bright red fall berries last well into the winter.

10-12" B.R.—Per 10, \$10.00

DELPHINIUM

PACIFIC HYBRIDS

The generosity of the weather has enabled us to produce a crop of this valuable cut flower and border plant that in years past has been missing from our list. We submit the following for your prompt attention assuming that they will not last long, as they never have in previous listings. A complete mixture of all the best shades.

1 Yr. No. 1, Per 10 \$2.50; Per 100 \$20.00

DIANTHUS

HER MAJESTY

Large compact Carnation flowered glistening white. Flower spikes to 14" on stately perfectly formed, silver foliage plants.

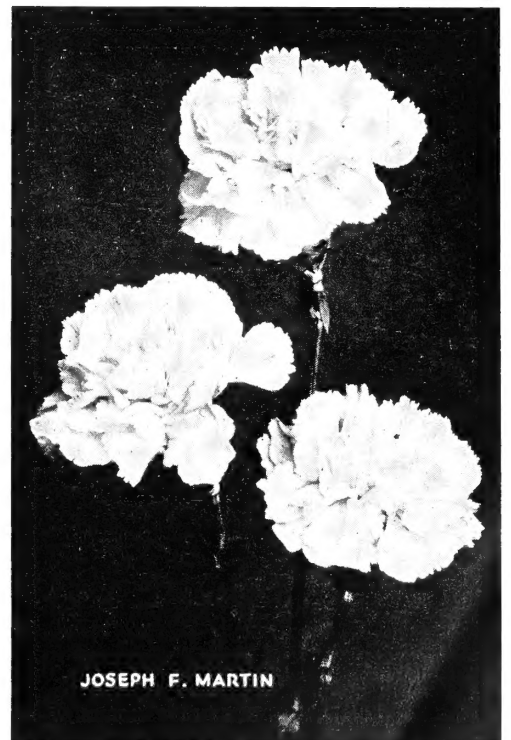
Per 10, \$2.50; Per 100, \$20.00

DINAH. Spicy, penetrating fragrance, 3 to 4 fully double flowers of a soft persian-rose on a stem.

Per 10, \$2.25; Per 100, \$18.00

EVANGELINE. In the best tradition of the pinks, this one is a large flowered, fully double, soft pink that is in bloom all summer.

Per 10, \$2.50; Per 100, \$20.00



JOSEPH F. MARTIN

DIANTHUS, HER MAJESTY

DIANTHUS—Continued

OLD SPICE. Deservedly holding a high place in this well regarded hardy plant family, the ever blooming bright salmon-pink. Old Spice is one of the finest hardy plants. It makes an enchanting border, a bright mass and furnishes cut flowers constantly through a three month period.

Per 10, \$3.00; Per 100, \$25.00

PINK PRINCESS. A pleasing shade of deep coral pink on blooms that are fragrant and spicy. The petals are fringed and shaggy, lasting for many weeks. Long stems make attractive arrangements easy. Very hardy and easy to grow.

Per 10, \$2.75; Per 100, \$22.50

ROSE CUSHION. The bright rose colored flowers are quite erect, they do not droop. The plant does not run wild, keeps its shape, very low growing and compact, ideal for low borders or rockeries. It is perfectly hardy and does well in any well drained soil. Very attractive when not in flower.

Per 10, \$2.50; Per 100, \$20.00

WALLACE RED. An outstanding new introduction with vivid red semi-double blooms on 12" stems. This compact plant will bloom throughout the whole summer.

Per 10, \$3.50; Per 100, \$30.00

DICENTRA

Bleeding Heart

SPECTABILIS. An old-fashioned favorite; its long racemes of graceful heart shaped pink flowers in May or June are always attractive; it is used largely for forcing, and is perfectly at home in any part of the border, and especially valuable for planting in the shade. Height 1 to 2 feet. Perfectly hardy and easy to cultivate.

Per 10, \$5.00

EXIMEA. (Plumy Bleeding Heart). A dwarf growing sort with beautiful finely cut foliage and showy racemes of pretty pink flowers through the entire season. Grows about 15 inches high.

Per 10, \$3.00; Per 100, \$27.50

DORONICUM

Leopard's Bane

Cauc. Magnificum. Has large yellow marguerite like flowers, 2½ to 3 inches across, in early Spring. Very suitable for beds and borders, also a splendid flower for cutting.

Per 10, \$3.00; Per 100, \$25.00

ERIGERON

SPECIOSUS GRANDIFLORA. An absolutely hardy perennial of sturdy compact growth, 3 feet tall, bearing on single stalks 20 to 30 aster-like rosy-lilac blooms about two inches across. The ray like petals are in four layers around the small yellow disc, making the flowers elegant and artistic. Good for cutting.

Per 10, \$2.50; Per 100, \$20.00

ECHINOPS

TAPLOW BLUE. This variety is particularly desirable. The flower heads are larger and are intense metallic blue. It is very free flowering and does beautifully in difficult, dry soils. A clump of Taplow Blue makes a fine contrast growing alongside of white Phlox. Plant in full sun. Hardy anywhere. Dries beautifully.

Per 10, \$3.00; Per 100, \$25.00

DAPHNE CNEORUM**POT PLANTS FOR LINING OUT**

This beautiful evergreen subshrub is acclaimed by leading horticulturists as the finest available in its category. Unexcelled as an edging or specimen in front of foundation plantings. Highly scented, rose-pink flowers cover the foliage in spring, bloom intermittently in summer and quite fully again in autumn. The plant itself never grows taller than 8 to 10 ins. Our strain has proved hardy and easy to grow. Complete planting directions furnished with each shipment to eliminate any problems you may have had before.

Growers who develop Daphne know that the most difficult part of their work consists of rooting their cuttings with a good percentage of stand. By buying our liners you eliminate the work and the risk. The pot plants which we offer are in a growing condition, completely pot-bound and nicely topped. They are a real growers' value.

2" Pot Plants — Per 10, \$3.00; Per 100, \$25.00; Per 1000, \$225.00

FIELD GROWN PLANTS

These plants are ideal for either lining out in the field, or canning that we do not think can be matched. This past Spring many had to be turned down because of the heavy demand. Even though this wonderful plant handles well in the fall, we will accept orders for shipment in the spring if you desire. Order now to avoid disappointment later.

1 Yr. 6" - 12" Nicely Branched — Per 10, \$4.50; Per 100, \$40.00

2 Yr. 9" - 12" B & B — Per 10, \$12.50; Per 100, \$100.00

EUONYMUS

RADICANS AUREO MARGINATUS. A most attractive and unusual shrub. A definite green and white variegation lends high color throughout the year. Small leaves, not unlike Kewensis, last for the entire winter. Another item that is suitable for potting or canning. Very hardy, very attractive, and very much in demand.

1 Yr. F.G. - Per 10, \$3.00; Per 100, \$25.00
POTS—Per 10, \$2.00; Per 100, \$15.00

RADICANS VEGETUS. Bright orange-red berries on a strong growing trailing evergreen plant.

2 Yr. TT—Per 10, \$3.25; Per 100, \$27.50

FUNKIA

UNDULATA VARIEGATA (Day Lily). Graceful green leaves having fluted white edge. Very conspicuous plant for the border. They are also beautiful when used as a foliage pot plant for Easter sales. Flowers lilac.

Per 10, \$2.50; Per 100, \$20.00

FORSYTHIA

LYNWOOD GOLD. A hardier more prolific bloomer than most any of the varieties now in existence. A rich golden yellow that really gives you something to start your early Spring sales moving. The plants are a full two year old and run from 2-4 feet tall.

Per 10, \$6.50; Per 100, \$55.00

1 yr. F.G. Per 10 \$3.50; Per 100, \$30.00
Pots - Per 10, \$3.00; Per 100, \$25.00

BEATRIX FARRAND. One of the newest and most attractive shrubs in existence today. Individual blooms of a large 2 in. diameter are prolifically borne on spikes of a deep golden yellow. Ultimately a symmetric bush of 6 to 8 feet in height is attained.

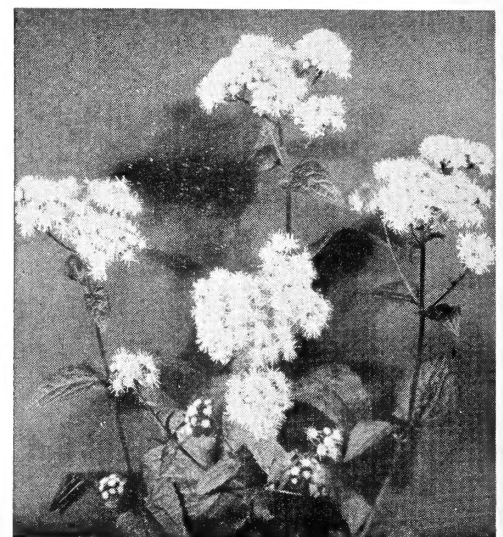
2 yr. 3-4', per 10, \$5.00; Per 100, \$45.00
Pots Per 10, \$3.00; Per 100, \$25.00

**EUPATORIUM--
COELESTINUM****FLORISTS' HARDY AGERATUM**

This everlasting popular hardy perennial has come to mean more to floristry than ever before in these days of tight flower markets. Wherever plants from our abundant stock have been sold, the receivers are yielding tenfold. The cut crop is extremely prolific; the lavender-blue flowers are en masse from August to frost. Stems 14 to 18 inches, and long lasting qualities make it a 'must' for the outdoor cut flower planting.

Heavy Field Grown

Per 10, \$2.00; Per 100, \$15.00



EUPATORIUM COELESTINUM

GEUM**AVENS**

LADY STRATHDEN. A fine golden yellow counter-part of Mrs. Bradshaw.

Per 10, \$2.25; Per 100, \$18.00

MRS. BRADSHAW (Chinoense). A splendid variety, with large double flowers of a fiery red, blooming nearly all summer. Particularly attractive.

Per 10, \$2.25; Per 100, \$18.00

GAILLARDIA**BLANKET FLOWER**

SUN GOD. This plant has everything. Graceful habit, large striking yellow flowers produced on good straight stiff stems. All this combined with its ability to bloom from very early summer until heavy frosts appear, make this a truly superlative hardy plant. Quantities are limited so please reserve early.

Per 10, \$3.00; Per 100, \$25.00

HEATHER

ERICA CARNEA. Grows about 6 inches high; leaves arranged in fours, nodding bell-shaped flowers of bright rosy carmine along the stems 6-10" - Per 10, \$5.50; Per 100, \$45.00

HEUCHERA**CORAL BELLS**

BRIZOIDES. Dainty pink bells densely bundled on long spikes. Strong grower.

Per 10, \$2.25; Per 100, \$18.00

PERRY'S WHITE. Pure white, silvery foliage, low growing variety. Beautiful member of a valuable family.

Per 10, \$3.00; Per 100, \$25.00

RAIN OF FIRE. Compact growing variety, producing bright red flowers. Due to its desirability this variety is one of the outstanding good reds.

Per 10, \$3.00; Per 100, \$25.00

SPITFIRE. Brightest red, our selection for the best. Strong, durable, liberally flowered with choice cutting stems.

F.G.—Per 10 \$3.00; Per 100 \$25.00

SCARLET PIMPERNEL. This new Dutch import is without a doubt the most striking Heuchera we have ever seen. The flowers are bright scarlet on medium tall stems. Quantities are extremely limited.

Per 10, \$6.50; Per 100, \$60.00

HELIOPSIS

INCOMPARABILIS SUMMER GOLD. A greatly improved form which should do much to increase the popularity of this easily grown plant. During July and August, when cut-flower material is not plentiful, it produces large, almost double flowers of rich golden color, on strong branching stems.

Per 10, \$2.50; Per 100, \$20.00

HYPERICUM

HIDCOTE. A low growing shrub that produces bright yellow cup-like blooms, 2 inches in diameter, that cover this symmetric plant with a continuous procession of bloom during the summer and late into the fall.

Per 10, \$2.75; Per 100, \$22.50

NEW HIBISCUS**MARTIN'S GIANT HYBRIDS**

For as many years as we have been searching for new things, we have had a yen to find the best Hybrid Hibiscus there could possibly be and have it bear our firm name. We have it now. This selection is without peer anywhere. Flowers 6 to 12 inches across, every Hibiscus color is represented in the candy-stick color range. It grows to 3-4 feet, foliage is deep green and paddle size. Habits are all clean and disease resistant. This is one of the finest of plants and makes the riot of the tropics available to every gardener.

Per 10, \$2.75; Per 100 \$22.50

Hemerocallis

The list below is the best in the trade to serve the practical purpose of commercial planters. The color range is sound, the flowering period and plant character fills the season of June, July and August with a brightness provided by the Hemerocallis alone.

REMEMBER! THIS LIST SELLS ONLY A WHOLE PLANT — ONE THAT MAKES ITS DISPLAY IN THE FIRST SEASON YOU HAVE IT

You have, consequently, a profit opportunity within a few weeks after you purchase your plants. You do not have to wait until a finely cut division matures in your planting. This is guaranteed, and you are unconditionally the final judge of the quality you receive.

	Per 10	Per 100
AUGUST PIONEER. Chrome yellow, flushed red	\$3.00	\$25.00
DAWN. Rose buff with yellow throat	2.50	20.00
DR. REGAL. Rich coppery orange flowers on a low compact plant	2.50	20.00
FULVA. Coppery orange, 3 feet, July	2.00	15.00
GOLDENI. Deep, golden orange flowers in early July	2.00	15.00
GYPSY. Brilliant deep orange flowers in July	2.00	15.00
HYPERION. Citron yellow, prolific, July, 40 in.	3.50	30.00
J. A. CRAWFORD. Large apricot yellow	2.50	20.00
FLORE PLENO. Double bronze-gold, July, 4 feet	2.00	15.00
MARGARET PERRY. One of the best. Scarlet-orange, June	2.00	15.00
MACULATA. Similar to Fulva, flowers much larger, grows more robust	2.00	15.00
MIKADO. Very fine orange yellow	3.00	25.00
OPHIR. Tall large flowered golden yellow	2.50	20.00
RAJAH. Velvety red with maroon eye	3.00	25.00
SACHEM. Beautiful reddish brown	3.50	30.00
SERENADE. Pastel shade of pinkish yellow	3.50	30.00
THERON. Dark red with yellow throat	3.00	25.00



Hedera Helix

HEDERA

HELIX. This is a strain which has proven itself as being exceptionally rugged and free from blights and spots. Glossy large leaved English Ivy.

POTS—Per 10, \$2.00; Per 100, \$12.00;
Per M, \$90.00

HYDRANGEA

BLUE CHINA BOY. A distinct advance. It is distinguished by an immense head, with each floret measuring 2 or 3 inches. Actually each stalk is a bouquet in itself when cut. Its prime point is its complete hardiness. Here, where cold northern lakes winters prevail, it thrives in the coldest section of land in the nursery. Color is intense blue; chemical components of the soil, of course, are factors in color intensity of all blue Hydrangeas.

1 Yr. F.G. — Per 10, \$5.00; Per 100, \$45.00
2 Yr. 8-10 canes - Per 10, \$7.50; Per 100, \$65.00



ORCHID IRIS KAEMPFERI

BLUE BIRD. Single superb dark violet	\$2.25	\$18.00
BLUE WAVES. Large semi-double. Greyish background overlaid with blue	3.00	25.00
FASCINATION. Double mauve-pink, veins blush white	3.00	25.00
GEKO NO NAMI. Earliest to bloom and the choicest white, very free. Glistening white with creamy white stigmas	3.50	30.00
HERCULES. Double clear blue	2.50	20.00
LUCIA MARSHALL. Large, double pansy-violet, white veins	2.50	20.00
MRS. J. A. HAYDEN. Double white softly suffused pale violet. Anthers develop into extra petals making almost a triple form	3.00	25.00
NEPTUNE. Strong grower of the 3 petals. Color is a highly reddened mahogany	2.75	22.50
PATROCLE. Single superb dark violet	2.00	15.00

IBERIS

HARDY CANDYTUFT

SNOWFLAKE. A great variety of 6 to 8 inches high, having exceptionally large, pure white flowers borne in great masses during May and June.

Per 10, \$2.75; Per 100, \$22.50

SEMPERVIRENS. Very dwarf, covered with a sheet of white. Perfectly hardy. Height 6 to 8 inches.

Per 10, \$2.25; Per 100, \$18.00

PURITY. A splendid new variety. Compact tightly formed, profusely flowered pure white.

Per 10, \$3.00; Per 100, \$25.00

LYCHNIS

VISCARIA FL. PL. An exceptional perennial, with such distinctiveness when in flower, it attracts attention from a great distance. The plants are made up with long narrow foliage, producing vermilion red flowers on stems 14 inches in length. As a garden flower for show purposes it cannot be beat. The flowers can also be cut and used in vases. We very highly recommend it.

Per 10, \$3.00; Per 100, \$25.00

LYTHRUM

PURPLE LOOSESTRIFE

ROBERT. A valuable dwarf addition to a prolific, easy-to-grow, family. This compact plant sends up as many as two dozen slender spikes that attain a height of eighteen inches, and carry flowers of a glowing pink with red tones.

F.G.—Per 10, \$3.00; Per 100, \$25.00

MORDEN'S GLEAM. Developed by our Canadian neighbors, this bright beauty is extra hardy. A continuous succession of bright carmine blooms (nearest to red of all Lythrums) appear from July to September. 3½ to 4 ft. tall, this item will be the brightest focal point of the summer border.

F.G.—Per 10, \$3.00; Per 100, \$25.00

MORDEN'S ROSE. Another new development boasting sturdy spikes 2-3 ft. tall with deep rose-pink blooms. Individual florets are larger than usual. June to August bloom.

F.G.—Per 10, \$3.00; Per 100, \$25.00

ILEX

AQUIFOLIUM PYRAMIDALIS. (English Holly) Every plant bears big bright red berries on this exceptionally hardy strain, introduced to our area by Mr. Waldorf. It is in our opinion without equal for high-gloss foliar beauty and form. It has withstood prolonged temperatures of ten below with no harm.

1 Yr. F.G.—Per 10, \$6.50; Per 100, \$60.00
2 Yr. F.G.—Per 10, \$12.50; Per 100, \$100.00

OPACA. (American Holly) The origin of this strain is undetermined, but we have had these plants growing on our nursery for over twenty years. Similar to the variety Merry Christmas except for a brighter berry. All plants available are feminine.

1 Yr. F.G.—Per 10, \$7.50

LYSIMACHIA

FUNCTATA. This novelty item has dime-sized star-shaped flowers of a fluorescent true yellow. Flowers are borne at the base of each leaf on stems 6-8 inches tall. Its low growing characteristics further enhance its desirability.

Per 10, \$3.00; Per 100, \$25.00

LIATRIS

BLAZING STAR OR GAYFEATHER

No florist who uses gladioli or other spike type flowers should be without *Liatris*. This is the perfect companion flower for summer bouquets or basket work. Buying several varieties will give you a long season of bloom, from early summer to late fall.

PYCNOSTACHYA. Does well in any kind of soil, poor or rich, moist or dry, producing richly colored purple flowers on stout stalks. First rate cut flower.

Per 10, \$2.00; Per 100, \$15.00

SEPTEMBER GLORY. Late flowering type noted for its outstanding beauty. The purple flowers are produced on extra long spikes during late August and September.

Per 10, \$2.00; Per 100, \$15.00

KOBALT HYBRID. A new one and just about the finest there is. Low growing, similar in flowering characteristics to the *Scabiosa* types, but produces much more liberally. The color is the most intense deep blue in the family.

Per 10, \$2.25; Per 100, \$18.00

LIATRIS, SILVER TIPS

(Alexander) Early blooming light lavender. Flowers are edged silver, growing on a vigorous spike. Large, lush foliage.

Per 10, \$2.25; Per 100, \$18.00

LOBELIA

CARDINALIS. (Cardinal Flower). Handsome border plants. Rich fiery cardinal flowers, strong plants, often producing 10 to 18 spikes, 24 to 30 inches long. Thriving in any ordinary garden soil, but preferring a moist, deep loam, where they will not suffer from drought. Few plants are more effective at their season of bloom, which extends from early August till late in September.

Per 10, \$2.25; Per 100 \$18.00

DO IT NOW!

Remember last year how beautiful the weather was in November? It didn't seem as though winter would ever come. But come it did, and after Thanksgiving day there was no opportunity to dig and ship. We hope that you were not among those who counted on receiving mum stock plants for your propagations, but just neglected to get your order in on time. Try to place your order early this year to avoid disappointment. Stock is scarce and we want YOU to be supplied.

MONARDA OR BERGAMOT

OSWEGO TEA

DIDYMA CAMBRIDGE SCARLET. Brilliant crimson flowers are produced freely from June until August. A good plant for wild garden as well as border. 2½ feet.

Per 10, \$2.50; Per 100, \$20.00

DIDYMA, HYBRIDA SUNSET. A great advance color is a brilliant mahogany red. This quality, combined with the spicy fragrance, makes it both excellent for cutting and the border.

Per 10, \$2.50; Per 100, \$20.00

DIDYMA, CROFTWAY PINK. A most appealing rich rose-pink. Hardy and free blooming. Like other Bergamots, it presents an irresistible attraction for hummingbirds. Does well in shady gardens and is excellent for cutting.

Per 10, \$2.50; Per 100, \$20.00

GRANITE PINK. A distinctive advance in color and form, this lovely new clear pink flower is borne on a plant whose complete hardiness is assured by its origination in the Granite State. Summer bloom on a 2 ft. plant.

Per 10, \$3.50; Per 100, \$30.00

PACHISTIMA

CANBYI. Low growing evergreen shrub with small Holly-like leaves. Ultimate spread is 2 feet. Grows in shade and is perfect for edging or specimen work.

F.G.—Per 10, \$4.50; Per 100, \$40.00

POLEMONIUM

BLUE PEARL. The lovely and clear baby-blue flowers are freely produced in April and May. Does well in sun or shade. Foliage very ornamental throughout entire summer. Height 12 in.

Per 10, \$2.00; Per 100, \$15.00

POLYGONUM

DWARF LACE PLANT

REYNOUTRIA. One of the finest dwarf ground covers. Thrives in any soil, covers 4 to 8 inches, blooms airy pink sprays. Foliage deep green all summer, bronze red in fall and winter.

Per 10, \$2.75; Per 100, \$22.50

HARDY PHLOX

AFRICA. Brilliant carmine red with blood-red eye	Per 10	\$2.25	Per 100	\$18.00
BORDER QUEEN. Heads are enormous and flowers are pure pink. Very rare and beautiful. Plants are dwarf and excellent for garden.	2.75	22.50		
DIXIE. Low, light pink	2.50	20.00		
MRS. WILLIAM JENKINS. Pure white, late flowering, medium height	2.25	18.00		
PINKETTE. Large florets of clear pink on low grower.	3.50	25.00		
PRIME MINISTER. White clear crimson eye.	2.25	18.00		
PROGRESS. Blue with a white eye.	2.25	18.00		
SIR JOHN FALSTAFF. Enormous heads of glowing salmon pink.	2.75	20.00		
WHITE ADMIRAL. New, produces beautiful snow-mounds of pure white flowers on enormous heads. Excellent late blooms. 2½ feet.	2.50	20.00		

PHLOX SUFFRUTICOSA

MISS LINGARD. Pearly white flower. Indispensable as a cut flower. The best early white Phlox known

MISS VERBOOM. Lovely pink blooms on a plant identical to Miss Lingard

PHLOX SPECIES

DIVARICATA. Large fragrant lavender flowers in April and May. Shade lover for woody naturalization.

PENSTEMON

BEARD-TONGUE

FIREBIRD. Cherry Glow or Schonholzeri. Individual florets are the size of Digitalis, and are carried prolifically and gracefully on stems 18 to 24 inches tall, vividly colored ruby crimson.

Per 10, \$2.25; Per 100, \$18.00

GARNET. Is nearly spreading in habit, and produces a succession of bloom from June until cut down by frost. Stems are 12-18" long, neatly populated by large rich garnet colored flowers.

Per 10, \$2.25; Per 100, \$18.00

PINK BEAUTY. Flower spikes 30 inches high, pure pastel pink, are borne in profusion. The silvery sheen in the foliage and in the bloom makes it a beautiful garden and cut flower variety.

Per 10, \$2.50; Per 100, \$20.00

ROSE ELF. A lovely clean shell-pink. A beautiful cutflower; one of the outstanding new and good plants; makes a delightful companion to Gypsophila.

Per 10, \$2.75; Per 100, \$22.50

PACHYSANDRA

TERMINALIS. Ground covering plant, averaging 6 to 8 inches in height and branching freely into a dense mat. Its shapely indented foliage is practically evergreen. It bears small spikes of light colored flowers during May and June. As a border for walks and drives it is most attractive; also splendid for steep banks in sun or shade and for dense shade under any kind of trees.

Soil Grown Cuttings — Per 100, \$6.00

PLUMBAGO

LEADWORT

LARPENTAE. One of the most desirable border and rock plants. It is of dwarf, spreading habit, growing 6 to 8 inches high, covered with deep blue flowers during the summer and fall. The flowers are borne in small clusters just above the foliage. Does well in the rock garden in full sun or light shade.

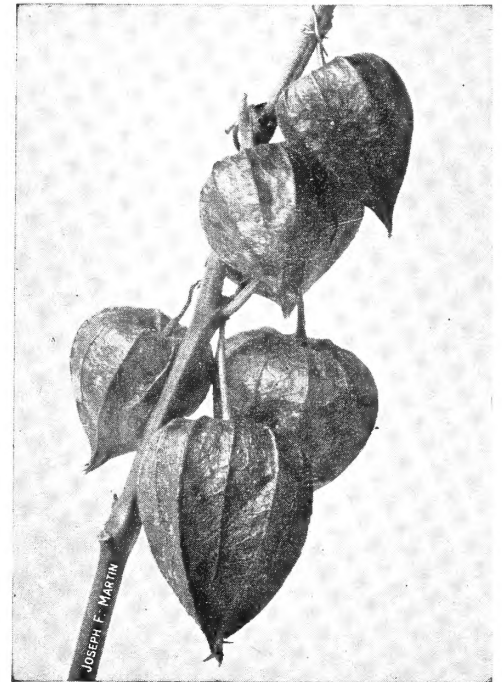
Per 10, \$2.75; Per 100, \$22.50

PHYSALIS

JAPANESE LANTERN

FRANCHETI. A big money maker that will yield more than any other outside crop. The fruits are becoming more popular each year for decorative purposes in the early fall and winter. The color of these lantern fruits is orange-vermillion and are ever-lasting after drying. Single plants produce as many as thirty lanterns that sell readily in any flower market.

Per 10, \$2.50; Per 100, \$20.00



PHYSALIS

PHYSOSTEGIA

FALSE DRAGONHEAD

GRANDIFLORA ROSY SPIRE. Grows from 18-24 inches with large heads of bright violet mauve flowers. Very desirable for cutting.

Per 10, \$2.00; Per 100, \$15.00

SUMMER SNOW. In all its characteristics, it resembles the medium tall Rosy Spire. Flowers are glistening pure white and admirably suited to cutting.

Per 10, 2.00; Per 100, \$15.00

POTENTILLA

AUREA VERNA. A large tight clump of attractive strawberry-like leaves about twelve inches in circumference produces multitudes of tiny bright yellow flowers throughout the summer. Brand new and a valuable addition for the border or rockery.

Per 10, \$3.50; Per 100, \$30.00

GOLD DROP. This is a small shrub, growing to a height of about 2½ feet, giving an irregular mound-like appearance. The leaves are fern-like and are intermingled with very brilliant buttercup yellow flowers from early June to late October. Perfect for use in the border, completely hardy, and does best in full sun.

Per 10, \$6.00; Per 100, \$50.00

PRIMULA

GIANT BOUQUET. A new, magnificent development. Flowers are often individually more than 2 inches across. They produce in great numbers and display an immense variety of coloring from white, cream, yellow, scarlet, purple, crimson. Strong stemmed, they are fine for cutting and the border.

Heavy F.G.—Per 10, \$2.50; Per 100, \$20.00

PHLOX SUBULATA

MOSS PINKS

ATROPURPUREA. A distinct form of Phlox subulata, a very free bloomer; strong grower and of the color of Phlox decussata, B. Comp. with a slightly darker eye. When in bloom it stands out strikingly and can be distinguished by its deeper red from any other form of Subulata.

Per 10, \$2.50; Per 100, \$20.00

ALEXANDER'S WILD ROSE. A most vigorous grower with a tendency for fall bloom, along with a very early spring floriferousness. Foliage is very good, coming through dry summers and cold winters equally well.

Per 10, \$2.25; Per 100, \$18.00

EMERALD CUSHION. A close compact foliage, even better in character than the Vivid. Extremely floriferous, it has the longest blooming season in the family. Florets of unusual size, color a pure, unbleached pink.

Per 10, \$2.25; Per 100, \$18.00

FAVORITE. (Alexander). A pure rose in silver shade, greatly different, a standout in the block planting. It is new now, but a leader in sight sales from our assortment. You will like its vigorous nature.

Per 10, \$2.50; Per 100, \$20.00

SCARLET FLAME. This brand new introduction from the New England States will assuredly be one of the favorites in this already extremely popular group. An exciting bright color as indicated by its name, it sells without a salesman.

Per 10, \$3.50; Per 100, \$30.00

WHITE DELIGHT. Largest white in existence today. Exceptionally large flower, on bright green foliage.

Per 10, \$2.75; Per 100, \$22.50

PRIVET

GOLDEN PRIVET

VICARI. A new, dwarf growing, hardy privet, with pure golden foliage. Not to be confused with the yellow variegated California type, which is not hardy. Becoming more popular every day, this plant is used superbly as an edging for flower beds and as an individual specimen in the border planting. Slow growing, and requires little pruning.

1 yr. 10-15" sheared Per 10, \$3.50
Per 100, \$30.00

1 yr. 8-10" Per 10, \$3.00; Per 100 \$25.00

GOLDEN VARIEGATED. This is another valuable addition to the list of bright showy material that is good for sales from pots and cans. A California type that grows fast and gives quick return. Highly variegated for maximum customer appeal.

1 yr. F. G. Per 10, \$3.00; Per 100, \$25.00

DWARF EVERGREEN — globe type — (Burton's). We are fascinated by the prospect of having a truly hardy shrub that will take the place of Boxwood in northern climates. Deep forest green leaves are rather small and shiny. The originator assures us that the parent plant, even without pruning does not exceed four feet in height. Our stock plants are low and dense and have responded very well to pruning as globular, pyramidal square, and box shaped plants. Around patios, in front of low ranch porches and as a formal edging, for rosebuds or flower beds we recommend this plant highly.

As yet there is not much stock of this valuable shrub and consequently we can only accept the earliest orders. We urge you to get in on this one now, for it's bound to be good for many years.

Pot Plants Per 10, \$3.50; Per 100, \$25.00
Rooted Cuttings Per 100, \$20.00

RUDBECKIA

GOLDEN GLOW. Masses of large, double, golden-yellow flowers in late summer.

Per 10, \$2.00; Per 100, \$15.00

GOLDEN GLOBE. New. A truly outstanding form. Flowers a perfect globe, 3" in diameter, borne in profusion on stems 24-30" tall. Foliage is a miniature of the rugged Golden Glow. Thoroughly tested for hardiness and public appeal.

Per 10, \$2.00; Per 100, \$15.00

PURPUREA. Striking reddish-purple flowers with a very high, large brown cone-shaped center, on 2 to 3 feet stems. July to October. A splendid plant for the border.

Per 10 \$2.50; Per 100, \$20.00

ROSEMARY

Grandmother's Old Favorite Aromatic Herb, decorative in the garden, it is also becoming an essential plant in the newly popular kitchen herb gardens. Flowers a celestial blue, borne on plants about 2 foot tall.

Per 10, \$2.50; Per 100, \$20.00

SCABIOSA

PINCUSHION FLOWER

CAUC. GT. ISAAC HOUSE HYBRIDS. A fine strain of extra large flowered blue shades. Lovely long lasting cut flowers are produced from June until September on this handsome border plant.

Per 10, \$2.50; Per 100, \$20.00

CAUCASICA ALBA. (White Bonnet). The white form of the preceding.

Per 10, \$2.50; Per 100, \$20.00

SPIREA

GOAT'S BEARD; MEADOW SWEET

FILPENDULA FL. PL. (Dropwort). Numerous corymbs of white flowers on stems 15 inches high.. June and July; pretty fern-like foliage.

Per 10, \$2.75; Per 100, \$22.50

STOKESIA

CORNFLOWER ASTER

BLUE DANUBE. (Super Blue). New, and a wonderful advance in this family. Growth is stronger, flowers more profuse, and color brighter than anything we have seen in Stokesia. Supply is extremely limited.

Per 10, \$2.50; Per 100, \$20.00

SILVER MOON. A new white form of Blue Moon.

Per 10, \$2.50; Per 100, \$20.00

TRADESCANTIA

SPIDERWORT

BLUE STONE. One of the prettiest. Glistening light blue flowers in profusion.

Per 10, \$2.00; Per 100, \$15.00

LENORE. The very fine flowers are a deep rich glowing violet.

Per 10, \$2.00; Per 100, \$15.00

JAMES STRATTON. A variety with large flowers 2½ inches from tip to tip, in color deep delphinium mauve, slightly shaded with rose.

Per 10, \$2.00; Per 100, \$15.00

PURPLE DOME. Vividly brilliant purple flowers which sparkle with life in sunlight. Fine grower and it flowers freely. Considered the most spectacular one of the entire collection.

Per 10, \$2.00; Per 100, \$15.00

THALICTRUM

MEADOW RUE

GLAUCUM. Fine cut glaucous foliage. Brown-yellow flowers in June. 3 feet.

Per 10, \$2.25; Per 100, \$18.00

THERMOPSIS

CAROLINIANA. A lovely lupine-like plant with rich green foliage, growing about two feet high. In June and July, yellow pea-like flowers are produced in racemes six to twelve inches long. The general appearance is that of a yellow lupine.

Per 10, \$2.75; Per 100 \$22.50

TROLLIUS

LEDEBOURI. Very large, orange flowers. Strong upright growth, blooming a little later. Height 2½ to 3 feet.

Per 10, \$3.50; Per 100, \$30.00

TEUCRIUM CHAMAEDRYS

POPULAR PERENNIAL HEDGE

Since its merits have been recognized, scarcely a perennial border is complete without the neat green definition lent by a Teucrium hedge. Leaves a bright glossy green, myriads of stems rising 8 to 12 inches high, the Teucrium hedge may be trimmed formally by the fastidious or allowed to grow as it will in which case its natural dignity is formal enough for most of us.

Per 10, \$2.25; Per 100, \$18.00

CANADENSE. Evergreen creeping groundcover. Sel-dom grows higher than 10 inches. Holds its color all winter. So flexible it can be walked on without harm. Flowers on 4 to 6 inch spikes, lighter in color Chamaedrys. Loves sun and thrives in shade and moist places.

Per 10, \$3.50; Per 100, \$30.00

STATICE

LATIFOLIA. (Sea Lavender.) The fine purplish blue flowers are very attractive when used as a filler in medium sized vases. These plants produce an abundance of flowers during the months of July and August. If cut and dried they can be kept for a long time in good condition. Also a valuable plant for the border or rockery.

Per 10, \$2.50; Per 100, \$20.00

3 NEW VERONICA SPICATA

ENGLISH IMPORT

These plants are noted for their compact growth habits as well as their complete vigor and ability to produce an abundance of bloom. Dainty flower spikes, appearing from late June through August, lend a cool effect to the landscape, even during the hottest season.

BARCAROLE. Deep rose pink flower, spikes 10 in.

MINUET. Blush pink with silvery foliage, 12 in.

PAVANNE. Clear pink, crisp dark foliage, 18 in.

Per 10, \$2.50; Per 100, \$20.00

VIOLA

CATHERINE SHARP IMPROVED. A completely hardy Viola with flowers of the richest violet blue. This is a superlative type, and will flower continuously in a cool house and make a perfect gift item all winter long to the most discriminating buyers.

Per 10, \$2.25; Per 100 \$22.50

Did You Notice These New Items?

Ajuga Brockbanki	3
Aquilegia McKana	
Gt. Hybrids	4
Daisy Border Queen	5
Daisy Cobham Gold	5
Dianthus Pink Princess	6
Dwarf Wintergreen Privet	10
Forsythia Beatrix Farrand	6
Heuchera Scarlet Pimpernel	7
Hibiscus Martin's Giants ...	7
Phlox Scarlet Flame	10
Rochester Ivy	2
Sedum Meteor	11
Weigela Java Red	11

**DON'T overlook these
topnotch standard items!**

Buxus Welleri	4
Eupatorium Coelestineum ..	6
Erica Heather	7
Daphne Cneorum	6
Hedera Ivy	7
Phlox Miss Lingard	9
Penstemon Firebird	9
Primula Giant Bouquet	9
Stokesia Blue Danube	10
Vinca Minor Bowles	11

Extra Selling Power

PAINESVILLE, OHIO

[illegible]

CASH WITH ORDER DISCOUNT—2% on Orders \$10.00 and up

THE JOSEPH F. MARTIN CO., INC., PAINESVILLE, OHIO

Handy Order Blank

HARDY MUMS

Discount 2% For Cash With Order

Ship To _____

Street _____

City _____ State _____

Via _____

Date _____

Preferred
Delivery Date _____

FIELD GROWN

The prices following are for fully developed field grown mum plants, shipped without tops, except as listed below.
as listed below.

ROOTED CUTTINGS

Make your reservations now for mum rooted cuttings, to be shipped after the first of February. You will note that immediately following the price line which designates the field grown clump price, there is on some varieties a capital letter. This letter is your price key for rooted cuttings as follows.

A—Per 100, \$12.00; B—Per 100, \$10.00; C—Per 100, \$9.00; D—Per 100, \$8.00

Minimum order 25 cuttings of a variety

In addition to the above prices we offer a special bargain collection of either cushion or decorative mums. This collection will be made up of top varieties and will be our choice of varieties.

Bargain Assortment of 500 Cuttings, \$37.50; 1000 Cuttings, \$70.00

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
MARTIN MUMS			CHAMPAGNE 10-\$4.50 100-\$40.00-C			HADLEY 10-\$4.00 100-\$35.00			LEE POWELL 10-\$3.00 100-\$25.00		
BLAZE 10-\$4.00 100-\$35.00-A			DARK KNIGHT 10-\$3.00 100-\$25.00-D			HELEN BOGUE 10-\$2.75 100-\$22.50-D			LESHARA 10-\$2.50 100-\$20.00		
FIRELIGHT 10-\$4.00 100-\$35.00-A			DAVY CROCKETT 10-\$3.00 100-\$25.00			HEROS JEAN GUIZZONIER 10-\$3.00 100-\$25.00			LILAC LAVENDER 10-\$2.50 100-\$20.00		
FLAME 10-\$4.00 100-\$35.00-A			DOREEN MONTE 10-\$3.00 100-\$25.00			HILITE 10-\$3.50 100-\$30.00-D			MICHIGAN 10-\$3.00 100-\$25.00-C		
GLOW 10-\$4.00 100-\$35.00-A			DRUM MAJOR 10-\$4.00 100-\$35.00-B			HIS LORDSHIP 10-\$4.00 100-\$30.00-C			MIKADO 10-\$4.00 100-\$35.00		
KINDLE 10-\$4.00 100-\$35.00-A			ELMIRA 10-\$3.50 100-\$30.00			HOLIDAY 10-\$2.50 100-\$20.00			MONTEREY 10-\$4.00 100-\$35.00		
RADIANT 10-\$4.00 100-\$35.00-A			EAMON ANDREWS 10-\$3.00 100-\$25.00-C			HUNTSMAN 10-\$3.00 100-\$25.00-D			MYRTLE WALGREEN 10-\$2.50 100-\$20.00		
WISP 10-\$4.00 100-\$35.00-A			EVELYN GARREN 10-\$2.75 100-\$22.50			ILLINOIS 10-\$4.00 100-\$35.00			NEWTON 10-\$3.00 100-\$25.00-C		
STANDARD & DECORATIVE			FRED STONE 10-\$3.00 100-\$25.00-C			INDIAN SUMMER 10-\$3.00 100-\$25.00			NOBILITY 10-\$5.00 100-\$40.00		
AK-SAR-BEN 10-\$5.00 100-\$40.00-B			FREYA 10-\$2.50 100-\$20.00-C			KING'S RANSOM 10-\$3.50 100-\$30.00-D			NOLIA GOTCHELL 10-\$3.00 100-\$25.00		
ARABY 10-\$3.50 100-\$30.00			GLENDAL 10-\$3.50 100-\$30.00			LADY'S CHOICE 10-\$4.00 100-\$35.00-B			NORTHWESTERN 10-\$3.00 100-\$25.00-C		
BRONZE GIANT 10-\$4.00 100-\$35.00-C			GRACE BRADSHAW 10-\$3.00 100-\$25.00-D			LAVENDER BUTTON 10-\$3.00 100-\$25.00			ORION 10-\$3.00 100-\$25.00		
CANDLEGLOW 10-\$4.00 100-\$35.00			GREGORY 10-\$3.50 100-\$30.00			LAWRENCE BLANEY 10-\$3.50 100-\$30.00			PATHFINDER 10-\$2.50 100-\$20.00		
TOTAL COLUMN 1			TOTAL COLUMN 2			TOTAL COLUMN 3			TOTAL COLUMN 4		

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
	PRAIRIE MOON 10-\$4.50 100-\$40.00-B			TONKA 10-\$4.50 100-\$40.00-B			LIPSTICK 10-\$3.50 100-\$30.00-D			RED SPOON 10-\$4.00 100-\$35.00	
	PRAIRIE SUNSHINE 10-\$3.50 100-\$30.00-D			TREYANIA 10 \$3.50 100-\$30.00			MARTIN'S WHITE 10-\$3.50 100-\$30.00-D			REMEMBER ME 10-\$3.50 100-\$30.00-C	
	PRINCESS 10-\$5.00 100-\$40.00-B			WHITE CLOUD 10-\$3.00 100-\$25.00			MIDGET GOLD 10-\$3.00 100-\$25.00-C			ROSE SPOON 10-\$3.00 100-\$25.00	
	PRINCESS KAY 10-\$4.00 100-\$35.00-C			WISCONSIN 10-\$3.00 100-\$25.00			NEW DRIFTED SNOW 10-\$2.75 100-\$22.50-D			SHOWSPOON 10-\$3.00 100-\$25.00	
	PURDUE 10-\$3.00 100-\$25.00			YEL. FLO. NIGHTINGALE 10-\$3.50 100-\$30.00			PINK FANTASY 10-\$3.00 100-\$25.00-D			YELLOW SPOON 10-\$3.00 100-\$25.00-D	
	PURPLE HEART 10-\$4.50 100-\$40.00		CUSHION				PINK SPOON CUSHION 10-\$3.00 100-\$25.00-D			PONCA 10-\$2.25 100-\$18.00	
	REDCOAT 10-\$3.50 100-\$30.00			ANN LADYGO 10-\$4.00 100-\$35.00-B			SILETZ 10-\$2.50 100-\$20.00			RAGGEDY ANN 10-\$4.00 100-\$35.00-B	
	RON RICHFORD 10-\$4.00 100-\$35.00-B			BLANCHE LITWILLER 10-\$4.00 100-\$35.00			SOME PUMPKINS 10-\$4.50 100-\$40.00-C			SHOW GIRL 10-\$3.00 100-\$25.00	
	RUBY BREITHAUP 10-\$3.00 100-\$25.00-D			CORSAGE CUSHION 10-\$4.00 100-\$35.00-D			SPARKLE 10-\$3.50 100-\$30.00-D			TOTAL COLUMN 8	
	RUTH SCOTT 10-\$3.00 100-\$25.00			DAN FOLEY 10-\$4.00 100-\$35.00			TWINKLE 10-\$2.25 100-\$18.00			TO TOTAL COLUMNS COL. 1 \$ _____ COL. 2 \$ _____ COL. 3 \$ _____ COL. 4 \$ _____ COL. 5 \$ _____ COL. 6 \$ _____ COL. 7 \$ _____ COL. 8 \$ _____ GROSS \$ _____ Less 2% FOR CASH \$ _____ NET \$ _____	
	SNOW MANTLE 10-\$3.50 100-\$30.00			DANDY 10-\$4.00 100-\$35.00-C			VINTAGE 10-\$3.00 100-\$25.00				
	SPARTAN 10-\$4.00 100-\$35.00			EDNA ROWLEY 10-\$3.50 100-\$30.00			VIV CUSHION 10-\$3.50 100-\$30.00-C				
	STUART OGG 10-\$3.00 100-\$25.00-C			FUCHSIA FAIRY 10-\$2.25 100-\$18.00			WHITE MASQUERADE 10-\$3.00 100-\$25.00				
	STYLISH 10-\$2.50 100-\$20.00-D			GOLDEN FANTASY 10-\$3.00 100-\$25.00-D			SPOONS				
	SUDAN 10-\$3.50 100-\$30.00			GOLD RIBBON 10-\$2.25 100-\$18.00			IVORY SPOON 10-\$3.00 100-\$25.00				
	SUNBURST 10-\$4.00 100-\$35.00			INDIAN RED 10-\$3.00 100-\$25.00-D			LOVELINESS SPOON 10-\$3.50 100-\$30.00				
	SUNDANCE 10-\$2.75 100-\$22.50			JUDY 10-\$3.50 100-\$30.00-D			PEACH SPOON 10-\$4.00 100-\$35.00-C				
	TENSLEEP 10-\$3.00 100-\$25.00			LARRY 10-\$3.50 100-\$30.00-D			PURPLE SPOON 10-\$4.00 100-\$35.00-C				
	TOTAL COLUMN 5			TOTAL COLUMN 6			TOTAL COLUMN 7				

NOTICE: Packing is charged at actual cost or less throughout, of materials and labor involved.

SPECIAL NOTICE: Where Parcel Post is preferred method of shipment, please include postage to 15% of value.

A SPECIAL DISCOUNT

In effect, a cash discount is a profit on investment even before the merchandise is received, and we are glad to tender the advantage to you. For your cash consideration, take —

2% On All Orders of \$10.00 or More

NOTE — THE OPPORTUNITIES FOR MERCHANDISING HARDY CHRYSANTHEMUMS ARE PRESENT in any business that has even the smallest identification with things horticultural.

They are a brilliant exhibition when we really need their blaze of color. Evergreens are browning, lawns are neglected, trees drop their leaves, and even the sky is less frequent with its cheer. There isn't another plant family that will, as a group, respond as effectively as the **HARDY CHRYSANTHEMUMS**.

In the open field, in pots, cloversets, in beds, in the greenhouse, in the landscape planting, and over the counter at the seed store, garden shop, or florist shop, they sell themselves irresistibly. We are always current with ideas for profitable layout and turnover. If you can use any of our information, it will be a privilege to correspond.

VERONICA

BLUE PETER. The flower spikes are of deepest navy on stiff stems about 15 to 18 inches tall. This variety will replace Blue Spire as soon as it is better known because of its better color and far superior habit of growth and floriferousness. A heavy bloomer and of easy culture.

Per 10, \$2.50; Per 100, \$20.00

ICICLE. All the sturdy robustness of longifolia Subsessilis with long white icicles of bloom. Outstanding in the garden and nice for cutting.

Per 10, \$3.00; Per 100, \$25.00

INCANA. Deep blue flowers contrast with silver-gray foliage on compact neat growing plants. In or out of bloom it makes a delightful edging, only six inches tall, or a valuable border plant.

Per 10, \$2.25; Per 100, \$18.00

LONGIFOLIA SUBSESSILIS. 2 feet. July to September. One of the handsomest blue-flowering plants. Perfectly hardy and increases in strength and beauty each year. Spikes completely studded with beautiful blue flowers; fine for cutting and one of the best for the hardy border.

Per 10, \$3.00; Per 100, \$25.00

HARDY VINCA

MYRTLE

MINOR BOWLES VARIETY. This new European form is much more desirable in every respect than the common type. It is a great improvement, the foliage is broader and much glossier. Flowers are not only larger but of a deeper rich blue color and are produced in abundance.

2 1/4 in. pot plants

Per 10, \$2.50; Per 100, \$20.00

MINOR. A trailing, evergreen plant, used extensively for carpeting the ground under shrubs or trees or on graves where it is too shady for grass or other plants to thrive.

Per 10, \$1.75; Per 100, \$12.00

MINOR RUBRA. Long absent from our list we are happy to be able to offer this different plant. Mahogany blooms on a vigorous plant.

Pots - Per 10, \$2.50; Per 100, \$20.00

JUNIPER

GLAUCA HETZI. We have a limited supply of this favorite blue spreading evergreen. The following plants are balled and burlapped available at the nursery only. Sheared and full.

18-24" B. & B. Per 10, \$2.00; Per 100, \$175.00

SEDUM

ACRE. (Wall Pepper; Mossy Stonecrop). A pretty species for rockwork; well known and considerably used. Foliage green; flowers bright yellow; prostrate and slowly spreading. 2 inches. May-June.

Per 10, \$2.00; Per 100, \$15.00

GLAUCUM. Excellent dwarf variety for rockeries or border edgings; prostrate and slow of growth.

Per 10, \$2.25; Per 100, \$18.00

KAMTSCHATICUM. Orange-yellow flowers, with prostrate, green foliage turning golden in autumn.

Per 10, \$2.00; Per 100, \$15.00

REFLEXUM. Small, succulent, pointed, gray-green leaves on a neatly compact evergreen plant. Pretty yellow flower heads are produced in the spring, however the principal beauty lies in the foliage.

Per 10, \$2.50; Per 100, \$18.00

SPECTABILE. Erect growing mass of rose colored flower heads 18 inches high. August and September.

Per 10, \$2.00; Per 100, \$15.00

SPECTABILE BRILLIANT. Erect growing mass of red colored flower heads 18 inches high. August and September.

Per 10, \$2.25; Per 100, \$18.00

SPECTABILE METEOR. Bright and showy carmine-red flower heads grace the most brilliant introduction in this category to date. Soft gray-green foliage, Aug. and Sept. bloom.

Per 10, \$3.00; Per 100, \$25.00

SPECTABILE VARIEGATED. A very striking combination of gold and green leaves on a ten to twelve inch plant. Summer bloom of rose pink is also highly attractive.

Per 10, \$3.50; Per 100, \$30.00

SPURIUM COCCINEUM. Flowers rosy crimson. 6 inches. July and August. Very good.

Per 10, \$2.25; Per 100, \$15.00

SPURIUM DRAGON'S BLOOD. Outstanding for the rock garden and dry wall. Foliage deep reddish bronze, with blood red flowers June thru October.

Per 10, \$2.25; Per 100, \$18.00

THYMUS

THYME

LANUGINOSUS. (Woolly Leaved). A species of Thyme with small, roundish leaves and rosy lilac flowers. It is a desirable plant for edgings or in rock work.

Per 10, \$2.25; Per 100, \$18.00

SERPILLUM COCCINEUM. A serpyllum with dark red flowers. All serpyllum clan are among the best plants to plant between stepping stones.

Per 10, \$2.25; Per 100, \$18.00

SERPILLUM ROSEUM. A rose pink form of the above.

Per 10, \$2.50; Per 100, \$20.00

SERPILLUM ALBUM. A white form of the above.

Per 10, \$2.50; Per 100, \$20.00

TAXUS

CUSPIDATA. Certified true strain of this most popular spreading type yew. These plants were rooted from ten inch cuttings in winter 1957 and have been planted in open field rows for the entire summer. They now have a tremendous root system and are truly superior liners.

1 Yr. Per 10, \$3.50; Per 100, \$25.00

2 Yr. Per 10, \$4.50; Per 100, \$35.00

3 Yr. Per 10, \$5.50; Per 100, \$45.00

VIOLET ODORATA

PRINCESS OF WALES. Single, sweet-scented, rich, deep purple flowers. Valuable for greenhouse forcing as well as outdoor planting.

Per 10, \$2.25; Per 100, \$18.00

WHITE WONDER. (Var. The Czar). Large, single, pure white, with faint blue and yellow tinting. Very fragrant.

Per 10, \$2.25; Per 100, \$18.00

WEIGELA

JAVA RED. One of the latest additions to this highly desirable shrub family. Beautiful clear pink flowers are borne in profusion and contrast delightfully with foliage that is a deep purple red. Attractive any time of the year.

1 Yr.—Per 10, \$4.50; Per 100, \$40.00

2 Yr. Bushy, Per 10, \$8.50; Per 100, \$75.00

POTS—Per 10, \$3.50; Per 100, \$30.00

TEXTURES

The term "texture" is an elusive thing at best, but it is a highly important note in the planning of a home design. It is the reason a builder will use hand-split cedar shakes at a cost of \$1000.00 more per house when asphalt shingles would keep the water out as well. An architect will call for an unusual brick or stone that will achieve a texture he desires and thereby lend meaning to his design. In your plans for ground covers keep "texture" in mind. Look at the pictures of the 3 ivies pictured on our cover pages and see if you can get the impression of "texture" and how you can adapt this principle to your landscape design. Many times the application of this idea can be "the difference" that will put your work more in demand than the next fellow's. Try all three of these items for an added boost to your landscape presentation.

POPPIES

Now is the time to handle these highly popular and easy-to-grow favorites. The list below contains some of the very finest varieties available today. The plants have had the benefit of a long, moist cool season and are in prime condition. Ideal for potting and canning. Order early to avoid disappointment.

	Per 10	Per 100
Barr's White, best white to date	\$4.00	\$35.00
Beauty of Livermore, dark crimson	3.00	25.00
Carmen, deep cardinal-red	4.50	40.00
Carnival, very unusual, lower half white, upper half red	3.50	30.00
Curtis Giant Flame, huge red	3.00	25.00
Curtis Giant Flesh-Pink, delicate large blooms	3.50	30.00
Curtis Giant Mahogany, immense blooms	4.00	35.00
Curtis Giant Salmon-Pink, large and light	4.00	35.00
Grossfurst, deep crimson	3.00	25.00
Henri Cayeux, improved rose shaded burgundy	3.00	25.00
Royal Scarlet, good grower	3.00	25.00
Salmon Glow, double salmon-orange	3.00	25.00
Salome, rare French rose	3.25	27.50
Sweetheart, pure clear pink	3.50	30.00
Toreador, huge carmine-red	3.25	27.50

IRIS SIBERICA — Siberian Iris

BLUE CHARM. A beautiful soft sky blue, 48 inches, free bloomer	1.75	12.00
CAESAR'S BROTHER. A new fine blue	1.75	12.00
LADY NORTHCLIFFE. Rich, deep bright violet, veined white throat.	1.75	12.00
SNOW QUEEN. A new clear white.	2.00	15.00

Hardy Chrysanthemums

The Best List of Garden Mums in the U. S.
"FIRE SERIES" and the New All Americas - Page 18 & 19



Quote: The commentator
for TV presentation of the
Rose Bowl Parade "----
the roses get the glory,
but the mums do all the
work ----."



GLOW

For blazing fall sales or-
der the "Fire Series" —
the hottest thing on to-
day's market.

The Joseph F. Martin Co., Inc., has been actively engaged in the special field of hardy mum production for the past thirty years. This includes not only the normal cultivation of the species, but also hybridization, propagation, and the introduction of new varieties. With the acquisition of an acre of greenhouse glass we are more than ever determined to improve our status as one of the leading hardy mum specialists in the country. If you have any special problems regarding their culture please feel free to write to us.

We have available for your inspection a large test garden. Included in this test garden are about 600 seedlings of our own and the test varieties from All-American Mum Selections, Cheyenne Test Station, as well as the test varieties of several individual hybridizers. Please feel free, at any time during the fall season, to come up and look over our test garden and mum fields. Although we put forth every effort to make our descriptions clear, it is much better to see and pick the varieties at first hand.

It is no secret that last winter was disastrous to the hardy mum producer. The "silver lining" of the situation is that many of the older varieties that were no longer worthy of listing, in view of the tremendous advances made in recent years, are necessarily deleted now from our listings. As a result we think that the quality of our present list is without equal.

FIELD GROWN

The prices following the descriptions are for fully developed field grown mum plants, shipped without tops, except as listed below.

ROOTED CUTTINGS

Make your reservations now for mum rooted cuttings, to be shipped after the first of February. You will note that immediately following the price line which designates the field grown clump price, there is on some varieties a capital letter. This letter is your price key for rooted cuttings as follows.

A—per 100, \$12.00; B—Per 100, \$10.00; C—Per 100, \$9.00;
D—Per 100, \$8.00

Minimum order 25 cuttings of a variety

In addition to the above prices we offer a special bargain collection of either cushion or decorative mums. This collection will be made up of top varieties and will be our choice of varieties.

Special Bargain Assortment of 500 Cuttings \$37.50

Special Bargain Assortment of 1000 Cuttings \$70.00

AK-SAR-BEN. (Uni. of Nebr. - Glenn Viehmeyer) The first in a new and unique series of early blooming quill or "Spider" mums for the garden. The fully double stiff textured quilled flowers are 3½ to 5 inches across and are borne singly or in loose clusters on strong stiff stems. The color, as described by Mr. Viehmeyer, is a decorator color which goes well in arrangements with many colors, being a suntan shade overlaid with rose. Strong 30" plants bear their blooms from late August until killing freezes. A truly hardy, early blooming "Rayonante" type mum has been much desired and thus this variety, the first in that category, is sure to be popular.

Per 10, \$5.00; Per 100, \$40.00 - B

ARABY. Deep crimson red decorative enhanced by lush green foliage. Its color and flower quality is unexcelled in its response group. Size is much improved by disbudding. Responds well to shade. Matures October 15.

Per 10, \$3.50; Per 100, \$30.00

BRONZE GIANT. The ruggedness combined with the ability to produce a multitude of large 4" striking bronze blooms, and not its medium height, give this early flowering beauty its name.

Per 10, \$4.00; Per 100, \$35.00 - C

CANDLEGLOW. Blooming about September 28 this tall, clear, crisp creamy white produces multitudes of blooms on graceful sprays. An excellent cut flower and a wonderful background mum.

Per 10, \$4.00; Per 100, \$35.00

CHAMPAGNE. A new color in Mums as sparkling as its name. Ivory-shell-pink embraces a large 5 inch bloom that tops a sturdy stem. Ideal for flower arrangements. Sept. 28.

Per 10, \$4.50; Per 100, \$40.00 - C

DARK KNIGHT. A hearty vigorous performer that boasts velvet-like ruby crimson blooms borne in profusion on a medium height plant. The frost resistant blooms start to appear about Sept. 28, and last throughout the entire season.

Per 10, \$3.00; Per 100, \$25.00 - D

DAVY CROCKETT. Fluffy masses of a bright golden yellow on a vigorous plant that is ideal for potting or canning. Its early bloom and non-fading quality, made it one of the most sought after in our fields. Blooms are fully double tightly knit.

Per 10, \$3.00; Per 100, \$25.00

DOREEN MONTE. Blooms of exhibition quality are abundantly produced on this fine plant. Flowers are deep rose, 4 inch, fully double incurve, with a lighter reverse. Midseason.

Per 10, \$3.00; Per 100, \$25.00

DRUM MAJOR. One of the most striking scarlet orange flowers cap an erect columnar type plant. Blooms occur after the middle of October, but where weather will permit. This is most spectacular.

Per 10, \$4.00; Per 100, \$35.00 - B

ELMIRA. Large cream white decorative. Compact and low growing. Eye-catching as a spring or fall garden pot plant. Lovely as a specimen plant or a border planting. One of the best in the group. Blooms around October 12.

Per 10, \$3.50; Per 100, \$30.00

EAMON ANDREWS. Another large flowered beauty of a rich orange-apricot shade. Flowers are fully double 4-5 inch, closely knit and long lasting. A mid-October bloomer that lends freshness to your plantings just when it is needed. Medium tall.

Per 10, \$3.00; Per 100, \$25.00 - C

EVELYN GARREN. One of the largest, fully double, lilac-lavender, incurved varieties that we have seen. Shows the influence of crossing with the large flowered, early blooming, English kinds. Strong grower, early October.

Per 10, \$2.75; Per 100, \$22.50

FRED STONE. Rich velvety blood-red duplex, with a lighter reserve. Reflexed 4 inch blooms that will withstand bad weather. Particularly desirable because of its non-fading, color-holding ability. Midseason.

Per 10, \$3.00; Per 100, \$25.00 - C

FREYA. Very large deep golden yellow 4" blooms are produced on medium upright plants. Strong straight stems and clean foliage combined with good flower placement make this plant valuable as a cut or potted unit. Blooms October 1st.

Per 10, \$2.50; Per 100, \$20.00 - C

GLENDALE. Medium yellow pompon. Short growing with a profusion of bloom. Sparkling yellow flowers enhanced by bright green foliage. One of the earliest of the new introductions. Matures Sept. 15.

Per 10, \$3.50; Per 100, \$30.00

GRACE BRADSHAW. Clean, deep green foliage set off by 4" crisp hard blooms, top this exceptional item. Flowers are, incurve, fully double, midseason, and best of all a good pure white. Extra nice as a cut flower.

Per 10, \$3.00; Per 100, \$25.00 - D

GREGORY. Fully double, white pompons three inches across of good substance. These attractive flowers are borne in clusters on long stems 24-30" high. An exceptional white that does not turn purple in the late part of the season.

Per 10, \$3.50; Per 100, \$30.00

HADLEY. Large cream white semi-incurved that responds well to disbudding. An attractive field plant with exceptionally clean foliage. Excellent disbud.

Per 10, \$4.00; Per 100, \$35.00

HELEN BOGUE. Large 4-6" blooms top this plant that produces sturdy stems for cutting, right at the height of the season. These perfectly formed flowers with their swirled center appear as a fluffy mass of the highly popular rose lavender shade.

Per 10, \$2.75; Per 100, \$22.50 - D

HEROS JEAN GUIZZONIER. A French novelty with extra large double quilled blooms on 30" cutting stems. They are late blooming but well worth while in the proper season. The flowers will reach a seven or eight inch diameter without disbudding. Color is a rosy purple with tips of gold for a very unusual, exotic effect.

Per 10, \$3.00; Per 100, \$25.00

HILITE. This proud introduction boasts dome shaped individual flowers, very large dahlia-flared yellow. Extra nice long stems lend themselves handsomely to arrangements, as well as to border groupings. Sept. 25.

Per 10, \$3.50; Per 100, \$30.00 - D

HIS LORDSHIP. Incurving blooms, 3" and more across, appear in abundance during the latter part of September. The color is a very bright red, high lighted with bronze tints on the petal reversed. Its low-growing characteristics make it ideal for pot sales.

Per 10, \$4.00; Per 100, \$35.00 - C

HOLIDAY. Lusty newcomer, a stunning bronze gold shading to old gold. 4 inch decorative, strap like petals, full double. A bountiful cut variety. Early. Frost resistant.

Per 10, \$2.50; Per 100, \$20.00

HUNTSMAN. Vivid and nobly brilliant, bright scarlet, overlaid orange-bronze 2½ to 3 inch on two foot branching plant. Early October, extremely hardy.

Per 10, \$3.00; Per 100, \$25.00 - D

ILLINOIS. A medium large fully double incurved variety, that has perfectly shaped golden blooms. A corsage when disbudded. Midseason bloom on a medium height plant.

Per 10, \$4.00; Per 100, \$35.00

INDIAN SUMMER. A very unique and glowing addition, full double blooms have a row of spoon petals on the outer circle. A firecracker red that stands straight and true regardless of wind or rain. Medium height, extremely floriferous.

Per 10, \$3.00; Per 100, \$25.00

KING'S RANSOM. Massive heads of 3 inch bloom are closely grouped to give the impression of one immense yellow head. Robust and sturdy columns of medium height. Blooms October 1st.

Per 10, \$3.50; Per 100, \$30.00 - D

LADY'S CHOICE. 4 inch ivory-pink with bronze overtone. An outstanding habit of growth, with truly pastel color makes this an outstanding addition to the mum family.

Per 10, \$4.00; Per 100, \$35.00 - B

LAVENDER BUTTON. A mid-September bloomer that produces freely. Lavender blue button pompons on a medium tall plant good for cut and border.

Per 10, \$3.00; Per 100, \$25.00

LAWRENCE BLANEY. A sparkling orange red that is different. Petals are slightly twisted and somewhat quilled. Individual blooms are large and produced on stems that are good for cutting. A nice bright fall flower.

Per 10, \$3.50; Per 100, \$30.00

LEE POWELL. New, very large mid-western variety. An unusual blend of Chinese yellow and old gold. 4 in. bloom, flat, full, and perfect. 2½ feet, September, very hardy.

Per 10, \$3.00; Per 100, \$25.00

LESHARA. Each branch terminates with a cluster of five to twenty-five blooms, 3", fully double, clear, non-fading mulberry red. It has no comparative anywhere that we know of. Will stand repeated freezes of 22 degrees without becoming unsightly. Blooms for 6-8 weeks from late September.

Per 10, \$2.50; Per 100, \$20.00

LILAC LAVENDER. A tall double lilac lavender, fully double, and completely hardy. Excellent straight long stems ideal for cutting. A midseason beauty that shows its English parentage in its classic green foliage.

Per 10, \$2.50; Per 100, \$20.00

MICHIGAN. Large clear yellow blooms fully 4 inches and larger across, produce on vigorous plants with rigid stems. A good disbud and cut flower. Midseason, medium height.

Per 10, \$3.00; Per 100, \$25.00 - C

MIKADO. An oriental flavor is in evidence in this large 4" cactus type bloom of velvety Turkish red. A pleasant contrast to the recurved outer petals, is the incurved central golden crest. Robust 2½' plants bloom by late September. Good disbud.

Per 10, \$4.00; Per 100, \$35.00

MONTEREY. Large brilliant orange bronze semi-incurved—4 to 5" in diameter. A real beauty when disbudded. Sharp uniform response in early shade program. Flowers October 8 in the field.

Per 10, \$4.00; Per 100, \$35.00

MYRTLE WALGREEN. Rich amaranth purple underlaid with silvery lilac, aging to clean, clear mallow purple. 4 in. bloom, 2 ft. tall, September 20.

Per 10, \$2.50; Per 100, \$20.00

NEWTON. A rugged plant with sturdy stems and clean foliage. Large 4" golden yellow cactus flowered blooms appear by late September. Wonderfully showy.

Per 10, \$3.00; Per 100, \$25.00 - C

NOBILITY. Good sturdy cutting stems start right at ground level and produce fully double velvety textured deep black-red flowers. Blooming about October 4 with rich green foliage.

Per 10, \$5.00; Per 100, \$40.00

NOLIA GOTCHELL. A delectable peaches and cream combination hard to resist. Large fully double blooms 4-5 in. across, are still pleasing and erect after heavy winds. An excellent cut flower type. Midseason.

Per 10, \$3.00; Per 100, \$25.00

NORTHWESTERN. A huge full incurved variety of glowing reddish bronze. An ideal football mum that can be grown outdoors. Early blooming for its size and type.

Per 10, \$3.00; Per 100, \$25.00

ORION. Large soft yellow decorative. Short growing and compact. One of the loveliest yellow border plantings. Flowers October 5.

Per 10, \$3.00; Per 100, \$25.00

PATHFINDER. University of Nebraska. Carnation flowered! 2 ft. tall and 2 ft. across. Very upright. A row is so neat it looks like a formal hedge. 5-10 blooms in clusters, bright, non-fading yellow. 3" flowers are very double, high centered, and have a pronounced resemblance to the florist's carnation. This departure is one of the most exciting that has ever happened in Chrysanthemums! Very early.

Per 10, \$2.50; Per 100, \$20.00

PRAIRIE MOON. A creamy white, large, fully double variety with flowers of an exceptionally good substance. A mid-September variety, very prolific plant with willowy stems that won't break in inclement weather. From the U. of Minn. where hardiness is paramount.

Per 10, \$4.50; Per 100, \$40.00 - B

PRAIRIE SUNSHINE. A dazzling new one from the University of Nebraska that promises to be one of the best. Flowers are fully double, up to 4 inches with good depth and substance. A continuous procession of big golden yellow flowers are borne singly on 9-14 inch stems, starting in early August and terminated only by hard freezing. Older flower heads are tan and inconspicuous; even when thoroughly dry they do not detract. Long lasting as a cut flower and unsurpassed in the garden.

Per 10, \$3.50; Per 100, \$30.00 - D

PRINCESS. Introduced by the University of Minnesota this is an early carnation flowered deep old-rose with petal tips of gold. Blooms for two months starting August 26.

Per 10, \$5.00; Per 100, \$40.00 - B

PRINCESS KAY. Brand new royalty, all decked out in pure alabaster white. Heavy textured blooms on sturdy plants that flower about Sept. 20.

Per 10, \$4.00; Per 100, \$35.00 - C

PURDUE. A big beautiful bronze incurving variety, with a sturdy robust nature. Ideally suited to pot plant culture.

Per 10, \$3.00; Per 100, \$25.00

PURPLE HEART. Deep, velvet-like, purple, fully double flowers of nice size, are unique because of their semi-quilled petals and accent of silver reflex. Sept. 28.

Per 10, \$4.50; Per 100, \$40.00

REDCOAT. As hardy as the men it pays tribute and as brilliant as the uniforms they wear. A strong grower resisting with casual abandon the culprits that take their toll from others less sturdy. Flowers are a really new red in Chrysanthemums. Vermilion is the closest comparison. Fully double, they appear on strong yet succulent stems growing medium high.

Per 10, \$3.50; Per 100, \$30.00

RON RICHFORD. An English exhibition type with large 4" loose incurving blooms. A bright clear orange that is completely different from anything on the market. Flowers are immense when disbudded. About October 10.

Per 10, \$4.00; Per 100, \$35.00 - B

RUBY BREITHAUP. Immense 5-6 inch blooms of primrose yellow, that mellow to a cream yellow, appear early in the season on a vigorous medium height plant. Very good for pot or cut.

Per 10, \$3.00; Per 100, \$25.00 - B

RUTH SCOTT. This large flowered deep bronze is a rugged 4 inch beauty of good color and substance. An ideal autumn shade, unusually floriferous and productive.

Per 10, \$3.00; Per 100, \$25.00

SNOW MANTLE. Four to five inch incurved blooms are boldly displayed on this handsome English exhibition type. A pure white that blooms about October 10.

Per 10, \$3.50; Per 100, \$30.00

SPARTAN. Large semi-incurved fresh looking white decorative. Responds well in the Cloth House during September or early greenhouse shadings. Improved considerably by disbudding. Flowers normally October 15. An absolute must in field plantings where the frost date will permit.

Per 10, \$4.00; Per 100, \$35.00

STUART OGG. Outstanding. A very tightly knit bloom 4-5 inches across of a deep salmon with central shades of rose and cream. Produced in profusion on a medium tall vigorous plant during the first part of October.

Per 10, \$3.00; Per 100, \$25.00 - C

STYLISH. This intriguing variety carries lovely, well formed, 3 inch cactus blooms in prolific abundance. Opens bright silvery vermillion, slowly becoming deep rose, flushed raspberry. A medium grower that blooms about Sept. 28.

Per 10, \$2.50; Per 100, \$20.00 - D

SUDAN. Large golden reflexed decorative. Dark green lush foliage on sturdy stems. Flowers of excellent quality. Outstanding spring pot plant variety either as a 3" or 6" pot. One of the most beautiful large flowering field plants. Blooms mid-season. Improved by disbudding.

Per 10, \$3.50; Per 100, \$30.00

SUNBURST. As the name implies a gorgeous huge yellow incurved bursts into bloom about the 10th of October. Strong stiff stems good for disbudding and cut flower.

Per 10, \$4.00; Per 100, \$35.00

SUNDANCE. Truly an outstanding introduction. Huge 4 inch golden yellow blooms of heavy texture and firm substance, are produced freely on plants that are full 24 inches wide and 24 inches tall. Really good for specimen work. In bloom by Sept. 25.

Per 10, \$2.75; Per 100, \$22.50

TONKA. Another real beauty from the U. of Minn. A large flowered fully double, deep yellow variety. Flowers are clean and plump, contrasted with rich green foliage and borne on straight stems. Very early, Sept. 10th.

Per 10, \$4.50; Per 100, \$40.00 - B

TENSLEEP. This frost resistant beauty, in the lower growing category, boasts lots of buds and bloom, which indicates good recovery from early frosts. Midseason flowers of a delightful cerise, full double, completely smother the moundlike plant.

Per 10, \$3.00; Per 100, \$25.00

TRELVANIA. Graceful sprays of delightful 3" flowers of a stunning coral peach on 2½' stems. This October 10 variety has unusual recurved petals, lush foliage, and helps finish your season brightly.

Per 10, \$3.50; Per 100, \$30.00

WHITE CLOUD. It is early, topped with magnificent, fully double, four and five inch pure white blooms. It will sell with the best of the whites and before most of them. You will like the array atop the good stems, and your garden customers will like its 18" tall and strong 24" spread. This is destined to lead the parade for a long time!

Per 10, \$3.00; Per 100, \$25.00

WISCONSIN. A large solid very formal incurved bloom of a rich deep apricot-bronze tone. Vigorous grower and producer.

Per 10, \$3.00; Per 100, \$25.00

YELLOW FLORENCE NIGHTINGALE. A fine clear yellow sport of the popular Florence Nightingale. Large 4 inch blooms, flat, made up of row upon row of firm petals, completely cover this early blooming, medium height, specimen.

Per 10, \$3.50; Per 100, \$30.00

Cushion or Low Growing Type

ANN LADYGO. Truly an unusual and beautiful item. A perfectly formed cushion type plant, is covered with blooms of a delightful shade of camellia-rose, accented by an anemone centered cushion of varying shades of yellow and rose. Dwarf and compact, it would be hard to find a use for which it is not suited.

Per 10, \$4.00; Per 100, \$35.00 - B

BLANCHE LITWILLER. As with any of Dr. Kraus' achievements, we have a good firm flower, weatherproof, growing on robust stock. A large lavender pink pompon, excellent cut and border.

Per 10, \$4.00; Per 100, \$35.00

CORSAGE CUSHION. Pretty 2" fringed carnation like blooms completely envelop a 15" mound shaped plant. Pearl pink blooms appear about the first of October and later appear as a fluffy ivory mass. Each spray a corsage.

Per 10, \$4.00; Per 100, \$35.00 - D

DAN FOLEY. A brand new tangerine to scarlet profusion of bloom on a 18" full cushion type plant. Another valuable addition to the cushion line.

Per 10, \$4.00; Per 100, \$35.00

DANDY. This one fits the need for a good early blooming red cushion. Full double incurved blooms of a pleasing red-bronze shade appear in pleasing succession for a full two months bloom that starts about September 16.

Per 10, \$4.00; Per 100, \$35.00 - C

EDNA ROWLEY. Visualize a multitude of ruby eyed tightly knit lavender pink buttons, growing on graceful sprays. The button type is always popular and this one will justifiably increase it. Very prolific.

Per 10, \$3.50; Per 100, \$30.00

FUCHSIA FAIRY. An unusual early blooming cushion-type plant that is covered with star like miniature blooms of a delightful lavender rose shade. We add this one to our list because it is the most floriferous hardy mum we've ever seen.

Per 10, \$2.25; Per 100, \$18.00

GOLDEN FANTASY. Fluffy ball shaped flowers with deeply serrated petals are produced in profusion on this short plant that comes into bloom by September 20. A very graceful and airy plant very good for potting.

Per 10, \$3.00; Per 100, \$25.00 - D

GOLD RIBBON. Improved cushion varieties, such as this one are always much in demand. Deep golden yellow blooms, very double with excellent substance, appear in August and hold their brilliance until November. A low growing, long blooming border plant that can't miss.

Per 10, \$2.25; Per 100, \$18.00

INDIAN RED. New 1956. A charming, vivid burnished red, double flower with a unique swirl center, giving perfect confirmation of flower form. Mid-season with a color that has been lacking during this period of bloom.

Per 10, \$3.00; Per 100, \$25.00 - D

JUDY. This little lady has the trimmest, most well rounded shape of all the new ones. A delightful shell pink pompon bloom nestles on a perfectly formed cushion. Sept. 27.

Per 10, \$3.50; Per 100, \$30.00 - D

LARRY. In the ever popular pompon class, this one is a short stocky plant producing nice clear white blooms. Growth characteristics make it ideal for use as a spring or fall pot plant. It blooms about October 1st.

Per 10, \$3.50; Per 100, \$30.00 - D

LIPSTICK. New 1955. We think that this will be the leading red of the future. As its name implies, the brilliant red colors are real eye-catchers. Mid-season cushion.

Per 10, \$3.50; Per 100, \$30.00 - D

MARTIN'S WHITE. This is the first introduction in the proud series that bears our name. Whenever it has been seen, it is approved and re-approved in volume. It is the purest, cleanest white known. Flowers are huge, fully double, measuring five inches, and are perfectly formed from the inner swirl to the outer petals. Grows to 18", blooms shortly after the 1st of September.

Per 10, \$3.50; Per 100, \$30.00 - D

MIDGET GOLD. A very low growing cushion type plant completely covered with small golden pompons about September 28. Ideal as a edging or pot sales in spring or fall.

Per 10, \$3.00; Per 100, \$25.00 - C

NEW DRIFTED SNOW. Heavy textured, fluffy, full double, 3 inch white flowers on a very clean plant. Among the earliest to flower, September 10th, almost two full months can be expected.

Per 10, \$2.75; Per 100, \$22.50 - D

PINK FANTASY. Exceptionally firm textured carnation like flowers, 2" and more across, of a pleasing deep rose pink are held firmly erect on a low growing cushion type plant. The flowers have so many petals that they appear very tight and compact. Unique.

Per 10, \$3.00; Per 100, \$25.00 - D

PINK SPOON CUSHION. Soft pleasing pure pink flowers with multiple rows of spoon type petals are massed atop twelve inch bushy plants that will sometimes reach three feet across. A mid-season bloomer well worth a place in your plantings.

Per 10, \$3.00; Per 100, \$25.00 - D

PONCA. Early 14". A striking fuchsia purple, the only variety in its color. It is upright to its low height, and flowers fully double. A dignified formal border.

Per 10, \$2.25; Per 100, \$18.00

RAGGEDY ANN. Fluffy masses of glistening pure white flowers. Foliage is completely obscure with fully double 2" blooms. The serrated petal tips and overall vigor of the plant lend its raggedy appearance. Blooms September 28.
Per 10, \$4.00; Per 100, \$35.00 - B

SHOW GIRL. Deep purple incurved bloom of a generous 3" size are profusely borne on willowy stems that hold up very well. Excellent for use as a cut flower this mid-season variety also responds well to disbudding.
Per 10, \$3.00; Per 100, \$25.00

SILETZ. New. This is a beauty, and one that gives you a double opportunity for sales. The customer is not only attracted by the fully double bright yellow blooms, produced at the height of the season, but he is also pleased by the pretty amber buds developed by this husky item.
Per 10, \$2.50; Per 100, \$20.00

SOME PUMPKINS. A distinctive newcomer in the cushion class. Sturdy, bushy plants 12" high and 30" across with dark attractive foliage are topped with myriads of sparkling golden-pumpkin orange flowers. These bright hued 2-3" semi-double blooms have the interesting property of incurving into a ball, thus resembling a "football" mum in miniature.
Per 10, \$4.50; Per 100, \$40.00 - C

SPARKLE. Early, bright, beautiful, long lasting. It is a low, perfect cushion form without any tendency to sprawl. Flowers golden yellow speckled bronze and bright red, each petal tipped silver. Fully double, pompon in form, it is so loaded with bloom from the first of September on that the foliage is not visible. Brand new, rarely did one of the hundreds of nurserymen who visited our display block leave without placing an order for Sparkle!
Per 10, \$3.50; Per 100, \$30.00 - D

TWINKLE. New. Very attractive shades of cyclamen purple. The best selling color in the family at present. This low growing beauty should enhance any list of garden mums.
Per 10, \$2.25; Per 100, \$18.00

VINTAGE. A medium to low variety with flowers of rich satiny burgundy red. This is a bushy broad plant with hundreds of flowers that lends itself well to potting. Oct. 1.
R. C. Per 100, \$9.00
Per 10, \$3.00; Per 100, \$25.00

VIV CUSHION. Vivid brick red blooms that last and last and last. Full double symmetrically shaped, star like blooms completely cover a cushion 12 inches tall and 14 inches across. The glory is in the ability to hold red without turning.
Per 10, \$3.50; Per 100, \$30.00 - C

WHITE MASQUERADE. A sport of the very popular Masquerade. Perfect one inch spheres of glistening white. A perfect mound about 20 inches tall and 24 inches wide, completely covered with tightly knit firm petaled button blooms. Outstanding — the best white button we have ever grown, for border or pots. Blooms Oct. 5.
Per 10, \$3.00; Per 100, \$25.00

Novel Spoons

IVORY SPOON. Rich silver glossed ivory pastel. A beauty.
Per 10, \$3.00; Per 100, \$25.00

LOVELINESS SPOON. Tends to full double, one of the nicest spoons. Low growing, compact, healthily bushy, flowers soft carmine rose.
Per 10, \$3.50; Per 100, \$30.00

PEACH SPOON. Large peach colored spoons with yellow tubes. This is a different color than any other spoon variety. Graceful sprays on a medium size plant during the first part of October.
Per 10, \$4.00; Per 100, \$35.00 - C

PURPLE SPOON. The very earliest of all the spoons in our collection. Pleasingly soft velvet purple tubes and spoons appear on a relatively low Sept. 20th blooming plant.
Per 10, \$4.00; Per 100, \$35.00 - C

RED SPOON. A full double red cardinal spoon with deep red inner petals. Plants form a perfect globe without pinching and are covered with bloom about the first of October. A very vigorous plant with an excellent root system.
Per 10, \$4.00; Per 100, \$35.00

REMEMBER ME. In all the spoons, this one must be acknowledged the best of them all. The discs are perfectly formed, tremendous six inch spinning pinwheels of bright turkey red. The quills are so profuse that they crowd to a crest. The nest is so perfect that there is never a bad flower.
Per 10, \$3.50; Per 100, \$30.00 - C

ROSE SPOON. This is the pure rose that is, with yellow, the most positive pure color that exists in the many spoon varieties. Grows in healthy habit to 30 in. tall, bears multitudinous loads of 4 in. flowers and comes in early and bright.
Per 10, \$3.00; Per 100, \$25.00

SNOWSPOON. New. Large shasta daisy like duplex, pure white with golden center. The bowls of the spoon are long, strap shaped, pure white; handles are pure white. This is one of the finest spoons ever developed, and a variety that no one should be without . . . Extremely free flowering. Base branching. Excellent for cutting and arrangements.
Per 10, \$3.00; Per 100, \$25.00


YELLOW SPOON. The oldest and yet the class leader of this striking family. It is a pure color, no distracting shadings. Early.
Per 10, \$3.00; Per 100, \$25.00 - D


NOTICE: The right materials and conscientious packers are doing a superlative job in the transfer of the carefully nurtured hardy plants grown in our nurseries. In the event of any bad arrival, **CONTACT THE CARRIER AT ONCE, OBTAIN BAD ORDER REPORT AND FILE CLAIM,** and notify us with the delivery dates and other pertinent data within 10 days.


"THE JOSEPH F. MARTIN CO., INC. warrants to the extent of the purchase price that nursery stock sold is true-to-name and as described within recognized tolerances. Seller gives no other further warranty, express or implied, and will under no circumstances be liable for more than the invoice value at the time of purchase.




1958 MUMS

 **BURNING BRONZE.** (Pat. Appl. For) A blaze of autumn color, embracing all the warm bronze shades including tangerine, bronze, and orange. Full, generous blooms, 3 inches across, borne in profusion on graceful sprays, ideal for cutting, at the height of the mum season.

 **EMPEROR.** Pl. Pat. 1733) Enjoy a delightful shade of bronze when in bud, and see a compact plant covered with fully double golden yellow blooms early in the season. Medium height.

 **RUBY KING.** (Pat. Appl. For) A bright rich red cushion with unusually good lasting qualities. When other reds have faded this one will still be bright. Midseason on a typical cushion plant.

 **SHOWPIECE.** (Pat. Appl. For) A giant of a mum, fully 4 to 5 inches across, borne on a plant that doesn't get tall and rangy, but stays a nice compact medium height. The color is a sparkling rose accented by silver mist reverse. Mid-season.


Field grown plants available this Fall.


Rooted cuttings of four winners are available postpaid from February 1 through May 15.


Pot plants available from April 1st through June 15; Express Collect.

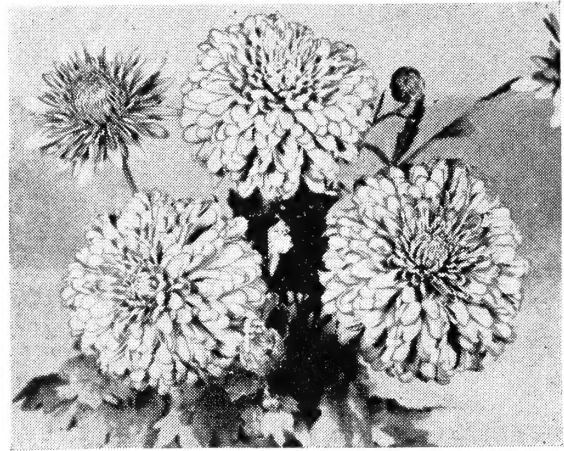
NEW ALL-AMERICA MUMS

1959 MUMS

 **FLAIR.** Pl. Pat. App. For. Lively, rich lavender that keeps its color. Perfectly formed, 3½-inch flowers. Grows 18 inches tall and has 24-inch spread. A stunning new Large-Flowered Cushion Mum.

 **CRIMSON LADY.** Pl. Pat. App. For. Brilliant, rich red blooms are very double and 3 inches across. Compact, shapely plant 16 inches high. A profuse-blooming Large-Flowered Cushion Mum.

 **GIRL FRIEND.** Pl. Pat. App. For. Beautiful early pink Mum that changes to coral-rose. Very double, 3½-inch flowers on long, 28-inch stems. Loaded with blooms.



BURNING BRONZE

1960 WINNERS

HEADLINER

MARDI GRAS

PINK CHERUB

Watch your favorite garden magazine for information on these outstanding winners. This group will be available after February 1, 1960.

Wholesale Price	Each	Each	Each	Each
Not less than	25 to 49	50 to 99	100 to 299	300 & over
25 plants of a variety	65c	.50	.45	.42½

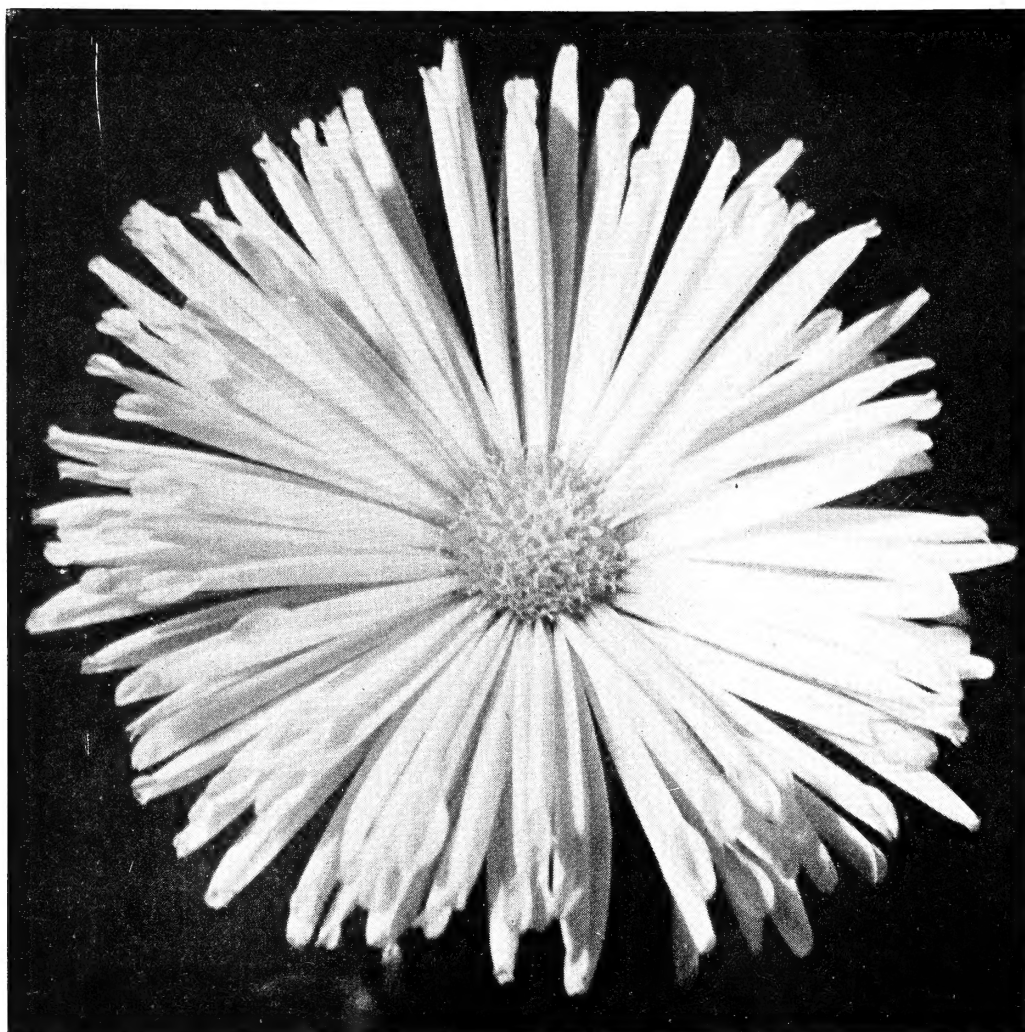
Special AAMS Group Introductory Offer:

25 each of 3 winners for '60	\$40.00	25 each of all 7 winners	92.00
25 each of 3 winners for '59	40.00	50 each of all 7 winners	160.00

To be sure that the material you receive is true, prize winning stock, a red white and blue replica of the above emblem, naming the individual variety will be supplied with each plant. This attractive tag will also aid greatly in customer recognition of the variety.

The nationally advertised retail price of \$1.50 each; 3 for \$3.75; 1 each of all 4 varieties for \$4.95, certainly leaves an attractive margin for profit.

Remember, we are your only noncompetitive, exclusively wholesale, most centrally located source, for All America Mums.



Fire Series



THE '59

MARTIN MUMS

← RADIANT

RADIANT (See picture above) Given a market survey in Cleveland this proved the "hottest" seller on the outdoor cut flower market. A beautiful white spoon borne on tall strong stems that flex easily and won't break down even under extreme conditions. Stark white ray like tubes in multiple rows radiate from a high crested yellow center to form a perfectly symmetrical bloom that is borne on a long penduncle to give it an "individual" character. The combination of Radiant and Glow will prove unsurpassed in arrangements. A frost resistant, midseason bloomer, that produces an abundance of stolons.

Per 10, \$4.00; Per 100, \$35.00 - A

BLAZE. Bonfire red cactus type blooms, 2½ inches across, appear by the hundreds and completely cover this 28-30 inch bush in late September. The flowers first appear as crimson cactus type (see insert on picture at right) and in about 2 weeks turn to brick red, carnation type with serrated petal tips, and are actually brighter at that time. The sprays are graceful, airy, and numerous enough to produce many bouquets from each plant. Its frost resistance is high and carries its brilliance to the end of the season.

Per 10, \$4.00; Per 100, \$35.00 - A

GLOW. (See picture page 11) A warm, velvet dubonnet red spoon. Every flower is a perfect pinwheel 3 to 4 inches across. Beginning with a high crested golden yellow button silver-red rays extend straight and firm to hold spoons of a deep warm dubonnet red. Individual flowers are borne on long penduncles and each one "stands out." This is a tall growing, midseason bloomer, that is especially attractive to the cut flower trade. A disbud will produce a six inch specimen very novel and unique. Excellent substance and texture make it long lasting in flower arrangements.

Per 10, \$4.00; Per 100, \$35.00 - A

KINDLE. Bound to ignore customer interest, this highly novel, very deep rose red, carnation type bloom of generous 2½ inch proportions is borne profusely on a sturdy perfectly formed vase shaped, medium to low plant, that will withstand the heaviest fall weather. Flower petals have serrated tips edged in golden yellow, which in the first ten days of bloom form a unique tight center swirl. The later stages find the gold on the outside of these fully double, highly unusual blooms. September 25th blooms with tested frost resistance.

Per 10, \$4.00; Per 100, \$35.00 - A

FLAME. Early bloom, bright, showy and lots of it. These are the principal attributes of this intense dark red cushion type plant. Most of the brilliant silver dollar sized blooms have spoon tips to further enhance their appeal. Contrasting yellow centers liven things up, for this good for pot, good for border plant. Statistics: bloom September 22 — height 18 inches — width 24 inches.

Per 10, \$4.00; Per 100, \$35.00 - A

FIRELIGHT. A fully double bronze red that fills a need for early sales. Mid-September finds this very nice red spoon well in bloom. October finds this same plant holding golden bronze incurved pompon like blooms, making its "ember" period as attractive as the prime stages. Early blooms will average 2½ inches in size, very solid and tight, later blooms will go to 3 inches. Plant is upright, medium height, and a good producer.

Per 10, \$4.00; Per 100, \$35.00 - A

WISP. Fully double tightly knit ball shaped flowers are generously produced in a dome shaped mass on sturdy erect growing plants. Color is a white with an overall blush of a crushed raspberry color. This blush is more intense at the center and lightens toward the edges giving a bicolor effect. Makes a wonderful specimen plant for balling or potting. A medium height plant in full bloom by Sept. 28th.

Per 10, \$4.00; Per 100, \$35.00 - A

YOUR HARDY PLANT GUIDE

A GUIDE to the general characteristics of the hardy plant families in this list.

CODES ARE AS FOLLOWS — The Dash (—) Equals "To"

BLOOMING PERIODS:

Sp Spring
ES Early Summer
S All Summer
LS Late Summer
F Fall

HEIGHTS:

L Low
M Medium
T Tall

USE:

GC Ground Cover
C Cut Flower
B Border
R Rockery
P Pot Plant

Family Name	Bloom. Per.	Hgts.	Use	Family Name	Bloom. Per.	Hgts.	Use
ACHILLEA	ES-F	L-M	CBRP	HEMEROCALLIS	ES-F	M-T	B
ACTINOMERIS	LS	T	B	HYDRANGEA	Sp-ES	M-T	B
ALLIUM	S	L	CBRP	IBERIS	Sp	L	BRP
AJUGA	S	L	GC	IRIS GERMANICA	ES-F	M-T	B
ALYSSUM	Sp	L	CBRP	IRIS KAEMPFERI	S	T	B
ANCHUSA	Sp-LS	L-T	CBRP	IRIS PUMILA	Sp	L	BRP
ANEMONE	Sp	L	CBRP	IRIS SIBERICA	S	M-T	B
ANTHEMIS	ES	M	CBRP	LAVENDULA	S	M	CBRP
AQUILEGIA	ES	M-T	CB	LIATRIS	S	M-T	CB
ARABIS	Sp	L	BRP	LINUM	S	M	CBP
ARMERIA	Sp-S	L	CBRP	LUPINES	S-LS	M-T	CB
ARTEMESIA		M	CB	LYCHNIS	Sp	M	CBRP
ASCLEPIAS	S	M	CB	LYTHRUM	S	T	CB
ASTILBE	ES	M	CBP	MONARDA	S	L	CBRP
ASTERS	LS-F	M-T	CBP	MATRICARIA	Sp	M-T	CBP
BAPTISIA	S	T	CB	MYOSOTIS	Sp	L	BRP
BOLTONIA	S	T	CB	NEPETA	S	L-M	BRP
BUDDLEIA	S	T	CB	PACHYSANDRA	ES	L	GC
CAMPANULA	Sp-LS	L-T	CB	PEONY	ES	M	CB
CATANANCHE	S	M	CB	PENTSTEMON	S	M	CBP
CENTAUREA	S	M	CB	PHLOX	S-LS	M	BP
CHRYSANTHEMUMS	LS-F	T	CB	PHLOX SUBULATA	Sp-F	L	GC
CHRY. MAX	ES-LS	M	CBP	PHYSOSTEGIA	S	M-T	CB
CHEIRANTHUS	Sp-S	M-T	CBP	PLATYCODON	ES	M-T	CBP
CONVALLARIA	Sp	L	BRP	PLUMBAGO	S	M	BRP
COREOPSIS	S	L	CBRP	POLEMONIUM	ES	L	CBRP
CARNATIONS	ES	M-T	CBP	POLYGONUM	S	L	GC
DAPHNE	Sp	L	BR	POPPY	ES	M	BR
DELPHINIUM	S-F	M-T	CB	POTENTILLA	S	M	CBRP
DIANTHUS	S	L-M	CBRP	PRIMULA	Sp	L-M	CBRP
DICENTRA	S	M	BRP	PYRETHRUM	S	M-T	CB
DIGITALIS	ES	T	CB	RUDBECKIA	S	M-T	CBP
DORONICUM	Sp	M	CBP	SCABIOSA	ES	M	CBP
ECHINOPS	S	M-T	CB	SEDUM	ES	L	BRP
ERIGERON	S	M-T	CBP	STOKESIA	S	M	CBP
EUPATORIUM	LS-F	M	CBP	TEUCRIUM	LS	L	B
EUPHORBIA	S	M-T	CB	THERMOPSIS	S	T	CB
FUNKIA	S	M-T	CBRP	THYMUS	S	L-M	CBRP
GAILLARDIA	S	M-T	CBP	TRADESCANTIA	ES	M-T	CBRP
GYPSOPHILIA	S	M-T	CBP	TRITOMA	S	M-T	CBP
HELIANTHUS	S-LS	T	CB	TUNICA	Sp	L	BR
HELIOPSIS	S	M-T	CBP	VERONICA	S	L-M	CBRP
HEUCHERA	S	M-T	CBP	VALERIANA	S	M	CB
HIBISCUS	S	T	CB	VIOLA	Sp-S	L	CBRP
HOLLYHOCKS	S	T	CB	VIOLETS	Sp	L	CBRP

NOTICE: Packing is charged at actual cost or less throughout, of materials and labor involved.

SPECIAL NOTICE: Where Parcel Post is preferred method of shipment, please include postage to 15% of value.

A SPECIAL DISCOUNT

In effect, a cash discount is a profit on investment even before the merchandise is received, and we are glad to tender the advantage to you. For your cash consideration, take —

2% On All Orders of \$10.00 or More

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America's Leading, Exclusively Wholesale Source For Fine Perennials

Where Good Plants and Good Friends Get Together —

Dear Friends:—

As we write this letter, negotiations are in progress for the purchase of a large range of greenhouses. The area under glass is about one acre. After a great deal of deliberation we decided that in order to meet the growing demands for our nursery products and to better service the needs of our customers this purchase was necessary.

In order to maintain an up to date list of nursery stock, the co-operation of people in the trade is necessary. If you have, or know of, new and interesting material we would greatly appreciate hearing from you in this regard. It is our intention to seek out and introduce whenever possible new and better plant material for distribution throughout the trade.

On the cover pages you will note three new kinds of **Ivy**. The ground cover field has always been one of our favorites. When we located these items we had the feeling that "this was really something." After growing them and building stock for more than a year we are now convinced, more than ever, that these are top items, that they will stay in demand for many years. You will also notice within the pages of this book the new **Dwarf Wintergreen Privet**. We see limitless possibilities for the use of this low, compact, super-hardy shrub.

We have bounced back from the terrific losses incurred by our very bad winter preceding. Although the **mum** list is smaller than it was last year we feel that it is of a superior quality. Stocks are adequate on **Daphne** which found this year's weather very much to its liking.

Once again we wish to extend sincere gratitude for your support of our products, we look for your aid and assistance in locating better plant material, and look forward to your continuing good will.

Sincerely,

THE JOSEPH F. MARTIN CO., Inc.

PERENNIAL PLANTS

FOR

FALL, 1959

OUR 39th YEAR

(The book that sells quality first)

at

WHOLESALE ONLY

(We do not retail)

The JOSEPH F. MARTIN Co

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